The build book

The design, the pages, the ways it earns and the engineering of a voucher site made into a shopping guide by one person and a small team of agents.

DOUG SILKSTONE · DESIGN · PAGES · REVENUE · ENGINEERING · AGENTS



20 SEPTEMBER TO 20 NOVEMBER 2026

WITHSEISMIC.COM · VOUCHERNAUT.COM

STARTED

2016, beside a paid search job

REBUILT FROM

An empty repository on 20 September 2026

THIS BOOK COVERS

The two months to 20 November 2026

MY JOBS

Product, design, engineering and operations

THE TEAM

One person and a small team of agents

LIVE AT

vouchernaut.com



FOREWORD

What a voucher site can be

Vouchernaut began in 2016 as a side project beside a paid search job. In the first volume of this case study, *The one-man band*, I told that story and covered the first 22 days of the rebuild. Over two months in all, we built the site you see now, from the design of each kind of page to the way the site earns.

A typical voucher site shows you a list of codes. If you click one after you've already decided where to buy, the site takes credit for a sale you were going to make anyway. I came back to the business with that in mind. "I'm on a mission to prove that small voucher publishers can add incremental value to brands, not just take credit for sales that would have happened anyway." That means being useful while you're still deciding where to buy.

You can compare the same product across shops and see how its price has changed. We call it a drop only if the previous price held for 28 days. You can see what a subscription costs, what's on this weekend or which phone contract costs least over its full term. Commission never changes what we list or its order. Where a page has links we earn on, it says once that we may earn commission.

The small team of agents I direct does the building and reviewing. They research, write and run the standing desks. I make the decisions and approve anything that leaves the building. From 20 September to 20 November 2026, we planned the work in 47 waves and made 1,587 commits, with about 580 pull requests and about 845,000 lines of code.

I chose to leave the recipes out. The pages themselves show what we built, what each part does and why we made those choices.

Doug

DOUG SILKSTONE · PRAGUE, NOVEMBER 2026

CONTENTS

What's in this book



CHAPTER 1

The bet 05

A distrusted model, and what we changed about it



CHAPTER 2

The design language 09

Colour, type, surfaces, controls, the coupon, Vinny



CHAPTER 3

The pages 20

Thirty page families, each with what I decided



CHAPTER 4

Beyond the site 39

The app, AI assistants, the emails, the brand console



CHAPTER 5

How it earns 45

Every revenue route and the rule that keeps it fair



CHAPTER 6

Engineering 52

The architecture, the size of it, rules written into code



CHAPTER 7

A small team of agents 59

Who does what, the waves, the desks, what stays mine



CHAPTER 8

What we pushed 66

Twelve things a voucher site doesn't usually do

Foreword 02

The short version 04

THE THIRTY PAGE FAMILIES

P01 The homepage 22
P02 Store pages and codes 23
P03 Store directory and categories 24
P04 The shop and search 24
P05 Compare prices 25
P06 Price drops and watches 25
P07 Gifts and flower delivery 26
P08 Finders and This or That 26
P09 Your list 27
P10 Site search 27
P11 Game prices 28
P12 Gift cards and memberships 28
P13 What it costs 29
P14 How to cancel 29
P15 Phone finder 30
P16 Broadband checker 30
P17 Energy 31
P18 Airport parking 31
P19 What's On 32
P20 Software 32
P21 Guides with live blocks 33
P22 Tools and calculators 34
P23 Ballpark 34
P24 Verdicts 35
P25 Polls, posts and questions 35
P26 Discount hubs and groups 36
P27 Store cards 36
P28 Seasonal hubs 37
P29 The member account 37
P30 The pages about us 38

THE SHORT VERSION

The book on one page

Vouchernaut grew from a voucher site into a UK shopping guide. You'll find checked codes, a shop with price history, comparisons, bills, tickets, guides and tools. One person directs a small team of agents who build it.

62 days
from an empty repository on 20 September to 20 November 2026

1,587
commits and about 580 pull requests across 47 waves

845 K
lines of code, with 1,002 test files alongside

30
page families that group the site's 170 page routes

EIGHT CHAPTERS

The bet CHAPTER 1 · P. 05

The design language CHAPTER 2 · P. 09

The pages CHAPTER 3 · P. 20

Beyond the site CHAPTER 4 · P. 39

How it earns CHAPTER 5 · P. 45

Engineering CHAPTER 6 · P. 52

A small team of agents CHAPTER 7 · P. 59

What we pushed CHAPTER 8 · P. 66

LIVE ON 20 NOVEMBER 2026

1,013 store pages, 695 live codes

77,127 products from 75 shops

25,939 games with prices

20,006 What's On listings

130 researched guides

49 price lists, 48 cancellation pages

THE TWO MONTHS, IN DATE ORDER

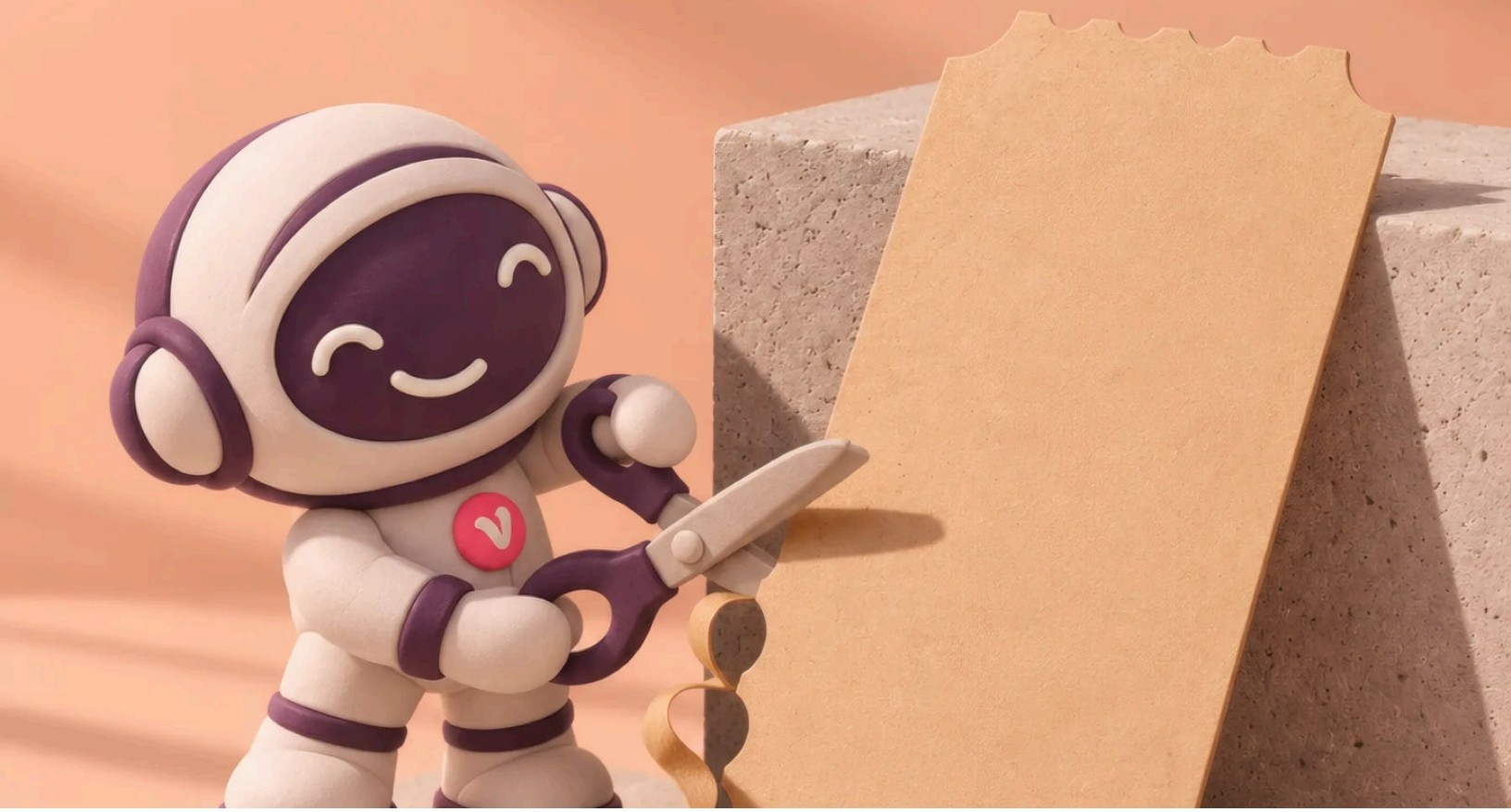
20 SEP	First commit · an empty repository	08
12 OCT	Volume one closes · the phone page's design goes site-wide	10
22-23 OCT	Price comparison and games · with price lists and your list	25
28 OCT	One commission line on each page · replaces a tag on each link	47
2-3 NOV	Buying guides use live prices	33
4 NOV	Tools for AI agents · in the shopper's browser	41
10-11 NOV	The gift shop	26
19-20 NOV	Pages assistants can read · and price lists set as receipts	42

CHAPTER ONE · THE BET

The bet

01

Voucher sites are paid on the last click and doubted for it. We rebuilt one as a shopping guide that helps before someone has chosen where to buy, with its rules written into the product.



IN THIS CHAPTER

What a voucher site is 06

The bet and five changes 07

Two months at a glance 08

THE CATEGORY

What a voucher site is

A shop's discount code can turn up just before you pay. When a voucher site earns commission on that sale, many brands ask what the site contributed.

At the checkout, you search for the shop's name and "discount code" and find a voucher page listing its current codes. You copy a code and follow an affiliate link back to the shop. The link goes through an affiliate network, a company that connects shops with sites that send them customers. The network records the visit and pays the voucher site a commission if you buy. You pay the shop's price either way.

How last click works

Nearly all that commission goes to the last affiliate link the shopper used. In an order dated 22 June 2026, a US federal court summarised the complaint before it, which described last click as "the most used attribution method and the industry standard". Under that method, "only the last-selected affiliate link is credited for a resulting sale". One link gets the full commission and every earlier one goes unpaid. A guide read a week before earns nothing.

The question brands ask

The voucher site usually gets that last click. By the time you look for a code at the checkout, a guide, a review or an advert may already have persuaded you to buy. Brands want to know whether the sale would have happened anyway. In March 2026, Awin, the network Vouchernaut publishes on, used the term incrementality for the value that wouldn't be there without affiliate activity. Last-click figures alone can't measure it.

WHERE THIS STARTED

Vouchernaut started in 2016. Volume one of this case study, *The one-man band*, tells the story of how the voucher site began.

The public dispute

UK affiliate and partner marketing spend reached £1.8 billion in 2025, up 7.3% on 2024, according to the Affiliate & Partner Marketing Association. The trade press covered its report in May 2026. The dispute over who earns that money had become public in December 2024. The claims against Honey remain allegations.

22 MAR 2023	GUIDANCE	**CAP's affiliate marketing guidance** says that if every offer carries an affiliate link, the voucher site must make that clear overall.
DEC 2024	ALLEGATION	**The YouTuber MegaLag posts a video** alleging that Honey, PayPal's coupon extension, replaced creators' affiliate links with its own at checkout. A class action follows on 29 December.
18 NOV 2025	REGULATOR	**The CMA publishes price transparency guidance, CMA209.** It covers mandatory fees, drip pricing and partitioned pricing.
7 JAN 2026	ASSISTANTS	**Adobe reports a 693.4% year-on-year rise** in visits from generative AI tools to US retail sites across November and December 2025.
12 JAN 2026	NETWORK	**Rakuten Advertising** tells partners it has removed Honey from its network.
21 JAN 2026	NETWORK	**Awin says its investigation** confirmed breaches of its publisher policies. It suspends Honey's payments and limits access to new programmes. Honey agrees to work on addressing the breaches.
15 APR 2026	REGULATOR	**The CMA fines the AA and BSM driving schools £4.2 million** for leaving a £3 booking fee out of the upfront price. It's the first fine under its new consumer powers.
22 JUN 2026	RULING	**The court denies PayPal's motion** to dismiss the creators' second amended complaint. The case continues without a finding of liability.

FIGURE 1.1 The public record to 20 November 2026.

THE BET

A voucher site rebuilt as a shopping guide

A guide helps you choose what to buy. A price comparison helps you choose where. That's where a voucher site can earn its commission fairly.

A code at the checkout comes after you've picked a model and a shop. We can help you choose both, check today's price against past prices and see if a code brings it down. Each click to a shop records the kind of page it came from, so brands can check where we helped (page 47).

Say you're buying an air fryer. You start with a guide, then open one model to see what each shop charges, including delivery. You check what it cost before and pick up a code if the shop has one. A single button takes you from the page to the shop.

Compare prices went live on 22 October 2026. I set the aim that day in one line. We'd join the shopping aggregators, sites that compare one product across many shops.

FIVE THINGS WE CHANGED

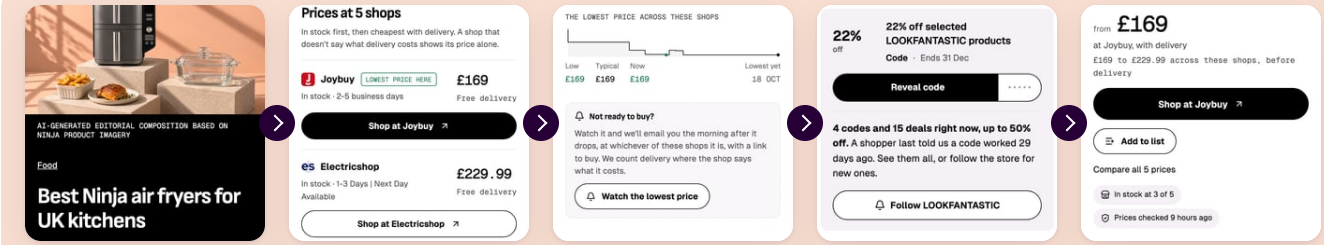
1 **A price history with a 28-day rule** 25
We record each product's price ourselves and measure any drop against our own record.

2 **The same product across shops** 25
We match items by barcode. One page shows prices including delivery from two or more shops.

3 **Bills, tickets and tools** 30
We show the full cost across phones, broadband, energy, parking, events and calculators.

4 **Guides with live prices** 33
For every model in a buying guide, you see what each shop charges now.

5 **Rules shared across pages** 56
We use one set of rules on every page, so we word each claim once.



01 **Guide**
Air fryers for different kitchens, with live prices.

02 **Compare**
One model at 5 shops, lowest delivered price first.

03 **Price drop**
See how the price has moved, or watch for a drop.

04 **Code**
Press to see a code we've checked for that shop.

05 **One click out**
One button names the shop and takes you there.

FIGURE 1.2 Shopping for an air fryer on a phone, 20 November 2026. The code box at step 4 comes from another shop's store page.

WHAT A SHOPPER CAN RELY ON

Prices include the fees
When we show a monthly price, the total you'll pay sits beside it.

When we say "Down from"
Our own record must show the higher price held for 28 days.

"Lowest price here."
Never "best price", "lowest anywhere" or "whole of market".

Commission and listings
Commission plays no part in what we list or how we order it.

We may earn commission
Once per page near offers, with links marked sponsored for search engines.

When the cookie is set
The network sets its cookie only when you press through to the shop.

20 SEPTEMBER TO 20 NOVEMBER 2026

Two months of building

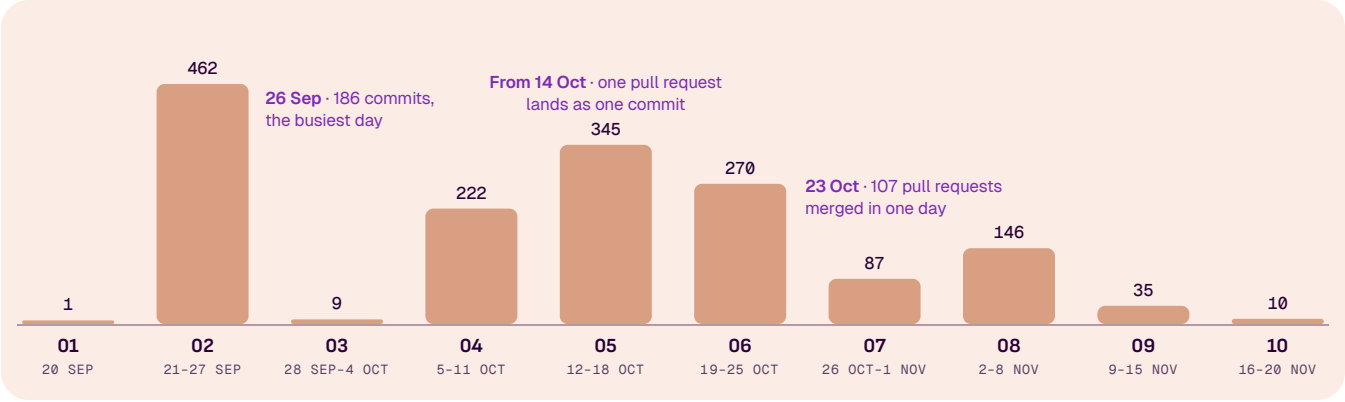
The repository was empty on 20 September 2026. Two months later we'd made 1,587 commits across 48 of the 62 days.

1,587
commits on the main branch from 20 September to 20 November 2026

580
pull requests over the same two months, rounded to the nearest ten

845K
lines of code on 20 November, to the nearest five thousand. About 530,000 on 12 October.

47
waves. We planned each batch of related features on paper before we built it.



01 20 SEP
The empty repository got its first commit.

02 21-27 SEP — WAVE 1
We built articles, store pages, accounts, group pages and the editors' Studio. Vouchernaut for Brands followed, built over one weekend.

03 28 SEP - 4 OCT
The first store pages went live. We joined brands' programmes and checked each approval before giving it a page.

04 5-11 OCT — WAVE 2
The shop drew on stores' feeds. We added the phone finder, broadband checker and energy, then What's On, airport parking, software and discount hubs.

05 12-18 OCT — WAVE 3
The server for AI assistants arrived, as did store cards, the first standing desks, gift and flower finders, This or That and the Black Friday price check.

06 19-25 OCT — WAVES 4-26
We built the phone app, plus calculators, compare prices, game prices, gift cards, verdicts, the daily price game, price lists, your list and how to cancel.

07 26 OCT - 1 NOV — WAVES 27-34
The shop put gifts first, with wishlists. Emails matched the site, each page got one commission line, and four waves of games pages went in.

08 2-8 NOV — WAVES 35-44
Guides gained live price blocks. We made 22 buying guides in two days, added browser tools for AI agents and rebuilt the shop around comparison.

09 9-15 NOV — WAVES 45-46
We added the gift shop, side-by-side flower delivery comparisons and long-stay airport parking details.

10 16-20 NOV — WAVE 47
We made Markdown versions for AI fetchers, reworked compare pages for phones and redesigned price lists.

FIGURE 1.3 Weekly commits on the main branch and what changed, 20 September to 20 November 2026. Weeks run Monday to Sunday. The first and last are part weeks. Each wave appears in the week it first shipped.

CHAPTER TWO · THE DESIGN LANGUAGE

02

The design language

Black type on white paper, mist behind every picture, hairlines between rows and one typeface kept for prices. A short set of rules, each with a date.



IN THIS CHAPTER

Rules and decisions 10
Colour, type, surfaces 11
Controls, coupon, Vinny 15

THE LANGUAGE

Ink, mist and hairlines

Black type sits on white paper without shadows. Hairlines divide rows. Mist sits behind pictures. Labels and prices use mono. Lime is for highlights.

Square boxes with black borders gave the rebuild its first look in late September 2026. Heavy headlines and a face for long articles made it feel like a magazine. Guides, polls and member pages keep that look. On 10 October the phone finder shipped with a calmer second look, with pill buttons and hairline rows for comparing. Pictures sat on pale mist, and we kept Geist Mono for labels and prices.

A day later I asked for the phone page's look everywhere. We've drawn every page that sells that way since, so the two looks now sit alongside each other. In the shop, lime marks a hover or a small tag. It stays off buttons at rest. Body text, buttons and headings use other typefaces. Shadows belong only to things that float over the page.

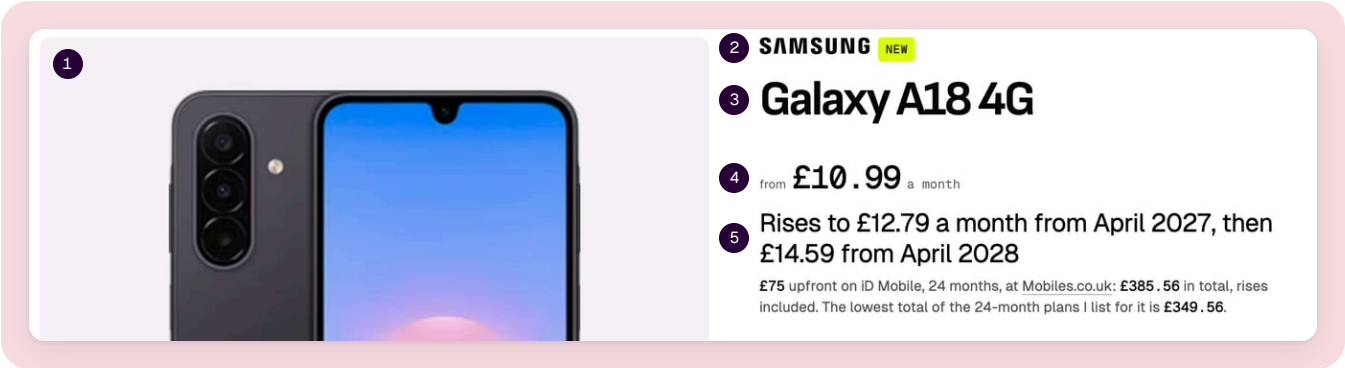


FIGURE 2.1 The model page on 20 November 2026. 1 The picture sits on mist, beside 2 a mono label and lime tag. 3 The title is in Sofia Sans, 4 the price in mono, with 5 the rises in ink one size smaller.

The decisions, dated

What I chose, and what I said when I chose it.

10 OCT — The phone page
The finder shipped in ink on white, with pills and hairline rows. We rebuilt the shop and its cards to match that day.

11 OCT — One model for every page
The first What's On design had lime buttons, a black card and card shadows. I turned it down and asked for the phone page "everywhere".

12 OCT — A coupon, not a strip
The homepage pick became a card-sized ticket. The full-width, horizontal one drew my note "this is very weak".

12 OCT — No dark mode
I dropped it after the homepage conversion. I wrote, "dark mode is something I won't want to chase".

13 OCT — Notices written for shoppers
Smaller type, plain wording, with detail in an accordion. "I would actually like it if the text wasn't so big… It's a B2C site."

17 OCT — No card deck on the homepage
I cut the rotating headline and the fan of five cards. "the cards on the right are awful". The sentence with pictures stayed. "The inline stuff, I love."

28 OCT — No Ad tag on every link
One line by each page's offers says we may earn commission. We mark earning links sponsored. "Let's not have ad blocks like this."

20 NOV — The price list as a receipt
Price lists use the software page's layout. We drew the list itself as a till receipt on a mist stage.

SPECIMEN · COLOUR

The colours and what each means

Black type sits on white paper. We keep colour for the mascot and for signals on the page. Blue means something has been checked, green means it's been saved, and lime works like a highlighter.

Paper and ink

Almost every surface is one of these four.

#FFFFFF

White

Cards and rows sit flat on the white page, without shadows.

#000000

Black

For rules, the header and solid buttons. Body type is #080808.

#E9E9E9

Line

Hairlines divide rows and outline tiles at rest.

#555555

Muted

For hints, notes and captions.

Vinny's colours

Taken from the mascot and his animations.

#270037

Plum

His outlines and type on lilac use plum. So does every floating shadow.

#210036

Visor

His visor, fading towards its glow.

#37003C

Visor glow

The visor's lit edge.

#E7D6EA

Lilac

Suit and helmet shading, the coupon stub and soft panels.

#F6F1F7

Mist

Behind every picture, and on fact pills and notices.

#FF2882

Pink

His badge, vouchers and hearts, plus the 6px tag dot.

#FFD166

Gold

Stars, sparkles and his "!".

#8EC3E6

Sky

His "?" and the cool sparkles.

Colours that carry meaning

Each has one job and is never decoration.

#DBFF00

Lime

Highlights selections, hovers, sale tags and one header button.

#1D6CF2

Verified

Reserved for the verified tick and verified states.

#16794C

OK

Success or savings, including sale and "with a code" prices.

#B3261E

Danger

For errors, "ends soon" and networks you chose to avoid.

#B648E5

Focus

The keyboard focus ring is 3px, offset 5px.

GRADIENT

Pearl

A drifting gradient just for exclusive codes.

#2A78D6 #E4E2DD #E34948

Price charts

Fills show whether a price fell, held or rose. Text stays plain.

#3DBB6C #FFD166 #FF9A4A #DEDAD6

Game marks

Ballpark's squares show guesses within 10%, 25%, 50% or further out.

Selected text gets a lime highlight. So do hovers, small sale tags and one button in the header. The other solid buttons are black at rest. We brought in that rule with the phone finder on 10 October 2026.

A price chart puts the numbers underneath. Ballpark gives each mark a word alongside its colour. On the charts and in the game, the colours are used only as fills.

FIGURE 2.2 Colour names and values in use on 20 November 2026.

SPECIMEN · TYPE

Three typefaces, one job each

Headings use Sofia Sans, and body text is set in Geist. Small labels and numbers use Geist Mono, including every price.

Sofia Sans *vouchernaut*

SOFIA SANS · 700 · ROMAN AND ITALIC

Headings and navigation use it, with italic for the wordmark. We load one weight.

Geist **Geist Geist**

GEIST · VARIABLE · 400 TO 900

Sets body copy, buttons, rows and cards. The coupon's big number uses its heaviest weight.

£10.99 /MO

GEIST MONO · 500 FOR PRICES

Small uppercase labels, prices, codes and counts. Body and buttons use other faces.

20% OFF

Coupon saving
GEIST 900 · 54-90PX · LEADING 0.82 · TRACKING −0.065EM · PLUM ON LILAC

Galaxy A18 4G

Page title
SOFIA SANS 700 · 32-51PX · LEADING 1 · TRACKING −0.045EM

from £10.99 a month

Head price
GEIST MONO 500 · 30PX · TRACKING −0.03EM · SMALL WORDS 12PX AT 62%

30 deals for the Galaxy A18 4G

Section heading
SOFIA SANS 700 · 23-30PX · LEADING 1.1 · TRACKING −0.035EM

10GB data, unlimited minutes and texts

Row title
GEIST 600-650 · 15.5-16PX · LEADING 1.3-1.4 · TRACKING −0.01EM

Prices are the retailers' own, last checked 20 November.
Totals add the price rises each has announced.

Body, and notes under it
GEIST 400 · 14PX · LEADING 1.58 · INK #080808 NOTES 12.5-13.5PX · MUTED #555555

NINJA · 5 SHOPS PRESS AND BRAND ● THIS BROWSER ONLY

Eyebrow, kicker, tag
GEIST MONO · UPPERCASE · 12PX +0.04EM · 11PX 500 +0.05EM · 10.5PX +0.05EM, 6PX PINK DOT

FIGURE 2.3 The type scale on 20 November 2026, set full size in the site's own faces. Each range is shown at its largest.

Prices and their "was" values use Geist Mono. The small words beside a price, "from" and "a month", sit at 62% opacity. The same face sets eyebrows, tags and the count beside a chip. We also use it for table heads, step numbers, chart axes and revealed codes.

Guide headings use Sofia Sans. The body text keeps the magazine's reading face, Helvetica Neue at 19px, on a 30px line in a column 800px wide.

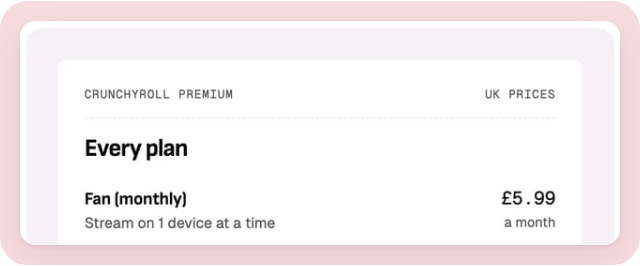


FIGURE 2.4 All three faces on a price list on 20 November 2026. The label line and prices are in mono.

SPECIMEN · SURFACES

Stages, rows and rules

Pictures sit on pale mist panels. Lists run in rows divided by hairlines, with a 3px black rule at the top of every section.

THE MIST STAGE



FILL AND CORNER

Mist #f6f1f7, radius 10px, usually square.

A PRODUCT SHOT

Inset 7–9% and multiplied onto the mist, so its white box goes.

VINNY

Stands on its floor over a 22–26px ellipse of plum at 22%.

THE HAIRLINE ROW

iD Mobile 10GB data	MONTHLY £11.99	Get deal
iD Mobile 30GB data	MONTHLY £11.99	Get deal

ROW PADDING 16–22PX · HOVER: MIST FADING OUT AT 12% AND 88%

FIVE KINDS OF LINE

Section rule	3PX · #000000	Opens every section.
Hairline	1PX · #E9E9E9	Divides rows and outlines tiles.
Ink hairline	1PX · #000000	On hover or selection.
Dashed	1PX · #C9C9C9	A space a brand can book.
Tear	2PX · 7 ON 6 OFF	The coupon's perforation.

CORNERS

0 Magazine boxes	4PX Small tags	6PX Notices	8PX Option tiles
10PX The mist stage	14PX Logo tiles	16PX Finder frames	999PX Every pill

FIGURE 2.5 The site's surfaces at actual size on 20 November 2026. Row one leads on price. Row two shows the hover state.

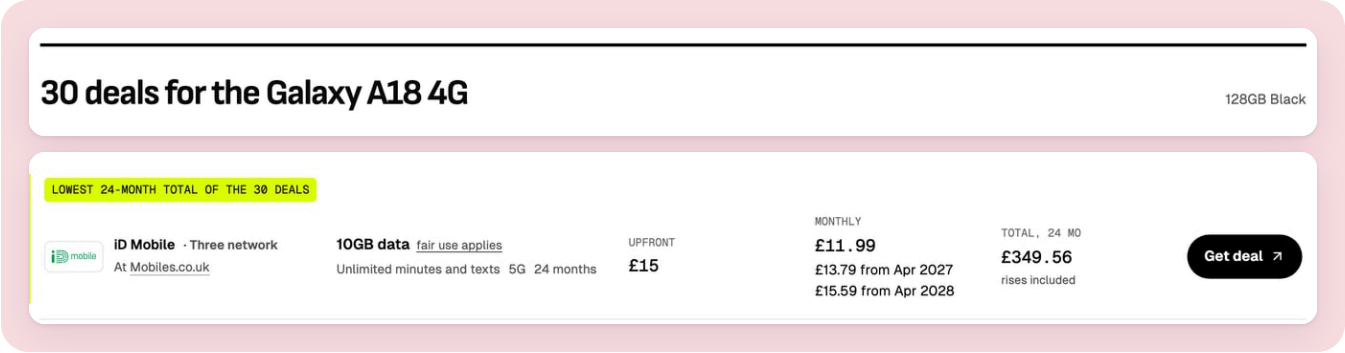


FIGURE 2.6 On a phone's page on 20 November 2026, the rule opens the section, with the first row of the list beneath it.

Cards, tiles and rows sit flat. Buttons and stages have no shadow either. Only what floats over the page gets one, tinted plum, as on the coupon or a dialogue box.

Deals run in rows between hairlines. We lay out codes, shops, events and plans in rows too, wherever you compare them. A short fact sits in a mist pill.

SPECIMEN · LAYOUT

One layout at two widths

The detail page puts a stage beside the buy column. The jump bar sits above the body and its narrow aside. On a phone the parts stack.

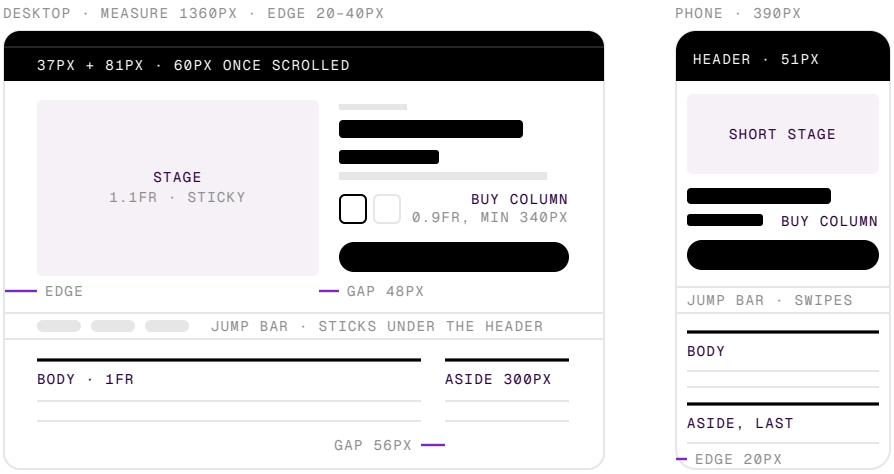


FIGURE 2.7 The detail page at desktop and phone widths. Each page family sets its column split and chooses which part leads on a phone.

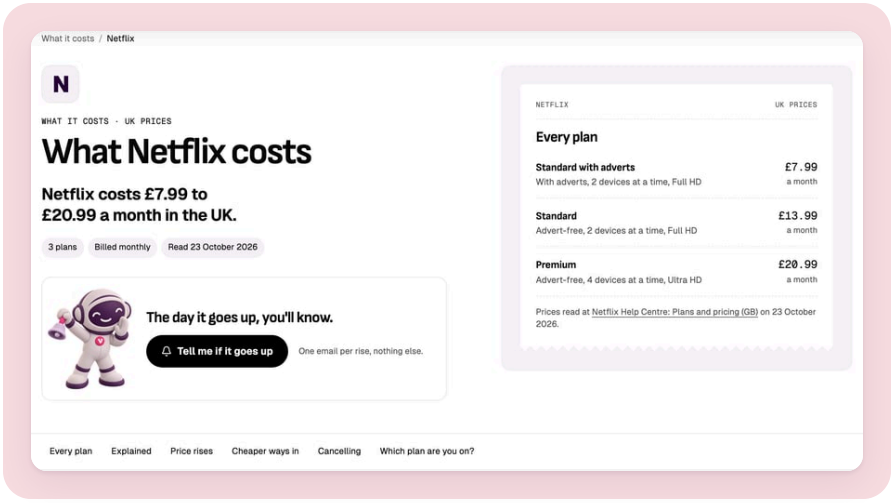


FIGURE 2.8 A price list page at 1,280px on 20 November 2026.

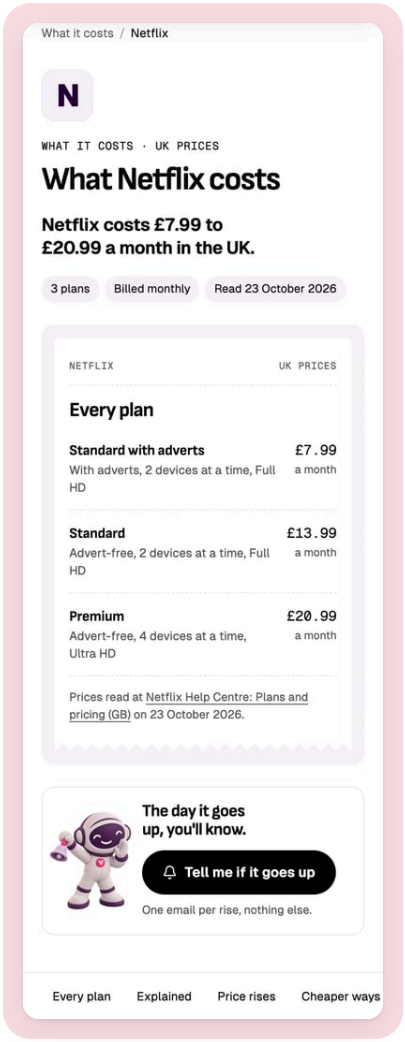


FIGURE 2.9 At 390px, the answer leads the same page, followed by the list and alert.

FIRST SCREEN OF	COLUMNS	GAP
A phone	`1.1fr / 0.9fr, min 340px`	48px
A store or software page	`1.15fr / 0.85fr, min 340px`	48px
A product or comparison	`1.1fr / 0.9fr, min 340px`	56px
A game or gift card	`0.85fr / 1.15fr, min 360px`	56px
A price list	`1fr / 0.84fr, min 360px`	32–72px
The homepage	`1.3fr / 0.7fr, min 320px`	32–64px

The blocks in each page family measure the space they sit in. That's how one product grid works in the shop, in a store page's column and beside an open drawer. Card grids go from 2 to 3 to 4 columns at 620–640px and 880–1040px of their own width.

The page edge is the one named spacing value. It's 20 to 40px. We leave 16–22px around a row, 28px between rows of cards and 56–88px above a section.

SPECIMEN · CONTROLS

Buttons, chips, inputs and the header

In the shop, we use round black pills and hairline chips. The magazine's controls have square corners and black borders.

The pill

One filled button in a place, in three heights.



Chips and switches

36px high, 13px type, a hairline.

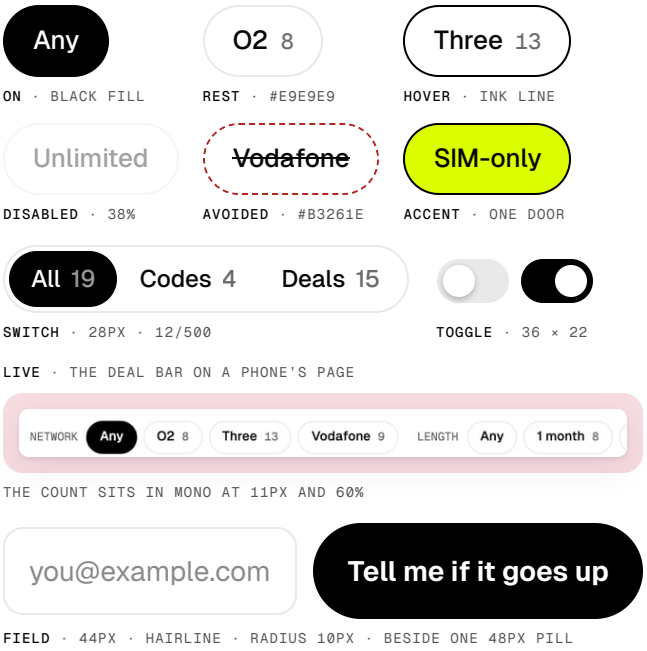
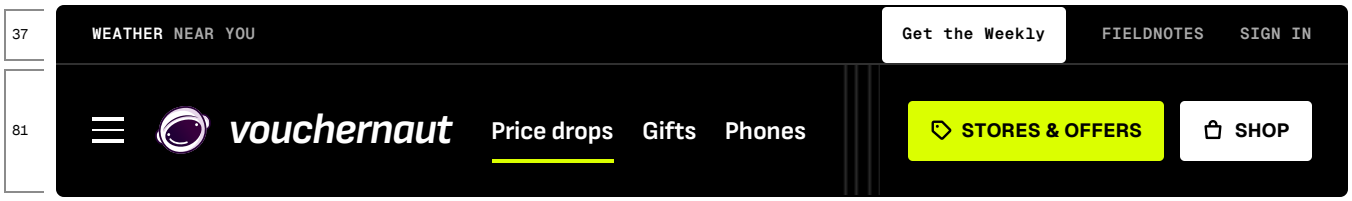


FIGURE 2.10 The controls drawn at full size, alongside two views from the live site on 20 November 2026.

The header

Black and sticky, in two rows. Drawn at 80% and cut in the middle.

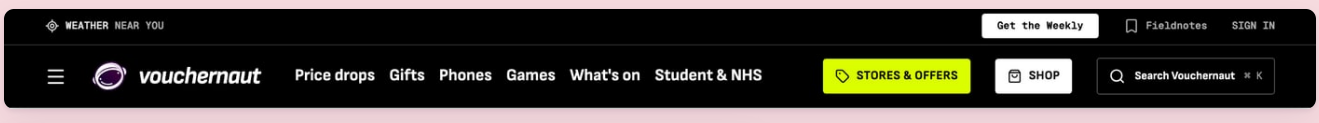


UTILITY ROW · 37PX
The weather, the Weekly and your list scroll away. All use 10px grey #aaa mono.

MAIN ROW · 81PX
60px once scrolled, 51px on a phone. The wordmark shrinks from 27px to 23px.

SEVEN LINKS
Sofia Sans at 16px, 18px apart. A 2px lime line grows from the left under the current page.

TWO PILLS
One lime, one white. 3px radius, 12px capitals. Hover swaps the two colours.



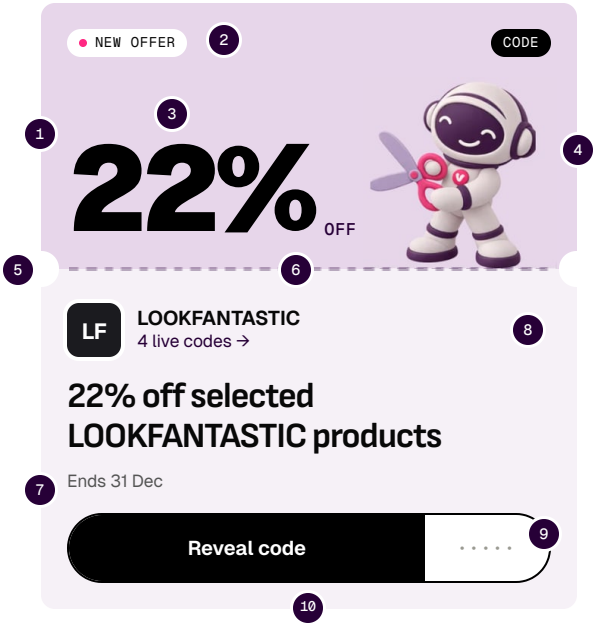
The jump bar sticks under the header on detail pages. Hairlines frame the 13px pill links, which bring each section to 72px below the bar.

FIGURE 2.11 A drawing of the header and views of the full header and a jump bar at 1,280 pixels on 20 November 2026.

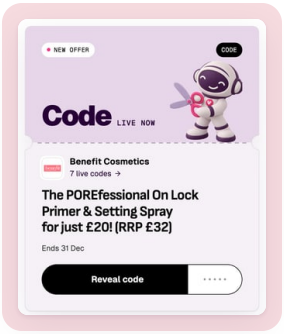
SPECIMEN · THE COUPON

The coupon and code row

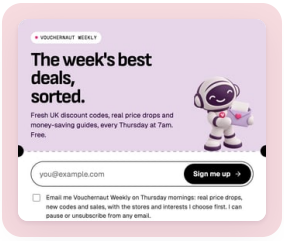
One offer gets an upright ticket, card-sized, with one big number and Vinny on the tear. In a list, hairline rows get one button each.



1. **Stub** Plum #270037 type on lilac #e7d6ea. Top corners 10px.
2. **Tags** White pills, 10.5px mono capitals and a 6px pink dot.
3. **Saving** Geist 900 up to 90px, 0.82 leading, −0.065em tracking.
4. **Vinny** With scissors on the tear, he's 108 to 158px tall in clay.
5. **Notches** The 13px half-circles are cut from each half so they meet.
6. **Tear** 2px plum dashes at 30%, inset 21px. 7px on, 6px off.
7. **Body** A 3px white ring frames the logo tile on mist #f6f1f7.
8. **Offer** Store name 15px/650, title up to 26px. Dates and ticks 13px.
9. **Action** A code peeks from the end of one 52px black pill.
10. **Lift** Three shadows, all plum. The deepest is 26px at 9%.



LIVE · THE HOMEPAGE PICK



LIVE · THE WEEKLY SIGN-UP

FIGURE 2.12 A store's own offer drawn at 67%, with two coupons from the site on 20 November 2026.

A · 96PX | B · THE REST OF THE ROW | C · 176PX, SO A COLUMN LINES UP

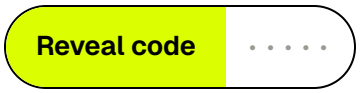


A · THE SAVING

The saving sits left in plain Geist 26px/650, like a price. In words it drops to 20px.

B · THE OFFER

The title uses 16px/600. Dots split the 13px facts: kind in ink, "ends today" in red #b3261e, a green tick if a shopper says it worked.



C · ON HOVER

The label turns lime. The masked code's spacing goes from 0.02em to 0.14em. A deal gets a plain black pill.

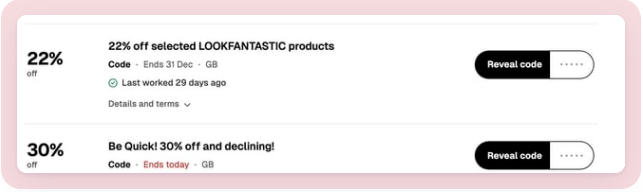


D · AFTER THE PRESS

The stub's cut-out holds mono 600 code in a 2px dashed plum line. Copy turns mist with a green tick.

FIGURE 2.13 A store page's code row at full size, with the button on hover and the code revealed.

One press does three things. We copy the code and open the shop in a new tab. The coupon keeps the code in the tab you were reading. If the code has ended, the coupon offers the store's next one in place of an error page. The first coupon shipped on 12 October 2026.



SPECIMEN · PRICES

What sits beside the price

A price is set in Geist Mono. Any rise, fee or total you need to read with it sits in the same block, sized according to its rule.

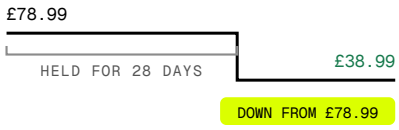
01 Was and now

DOWN FROM £78.99

£38.99 ~~£78.99~~

The old price follows in smaller type, struck through at 45% opacity. The current price turns green #16794c only during a sale.

02 "Down from" is earned



The tag appears only if the old price held for 28 days before it fell. We show "Lowest in 90 days" after 90 days of watching.

03 A rise, one step under

from £10.99/mo

Rises to £12.79 a month from April 2027, then £14.59 from April 2028

A rise sits just under the price it changes, always in ink and one type size smaller (24 under 30, 14.5 under 18, 12 under 13).

04 A fee, beside the price

£22 a ticket
+ £1.25–£4 order fee
booking fee included

Any fee left out of the price sits beside it in the same type and ink. We use the seller's wording.

05 A monthly price, never alone

UPFRONT	MONTHLY	TOTAL
£75	£10.99	£385.56
iD Mobile	24 months	rises included

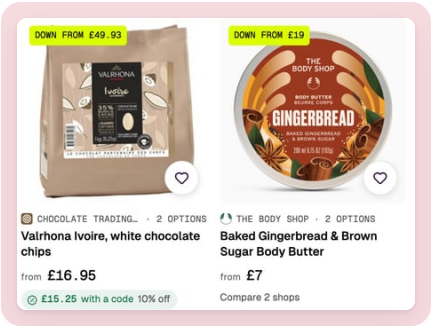
The upfront cost and the total for the term sit beside every monthly price. The total includes each rise the retailer has announced.

06 With a code, and the lowest

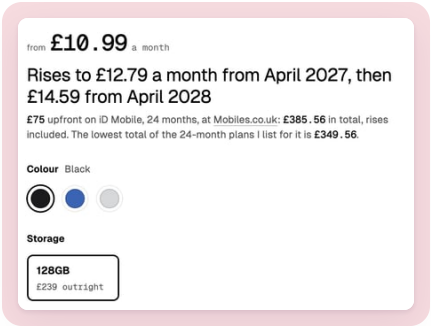
from £16.95
£15.25 with a code
Joybuy LOWEST PRICE HERE

A green pill shows the code price below the listed price. An outlined badge with no fill marks the shop with the lowest price.

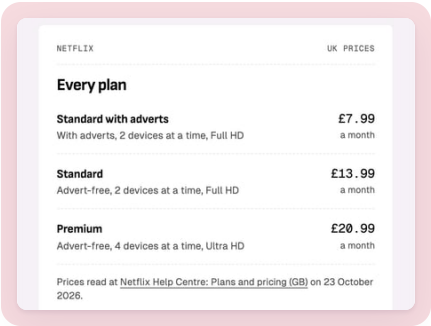
FIGURE 2.14 Six price rules drawn at the site's sizes, using prices shown on 20 November 2026.



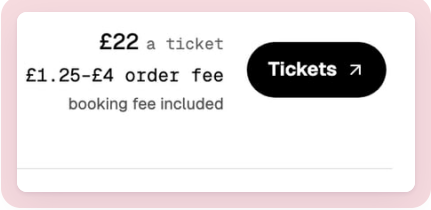
PRICE DROPS · TAG, PRICE, CODE PRICE



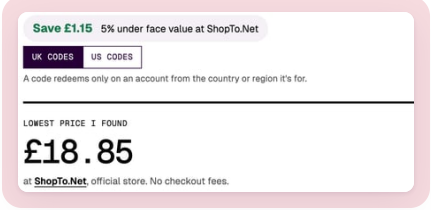
A PHONE · THE RISE UNDER THE PRICE



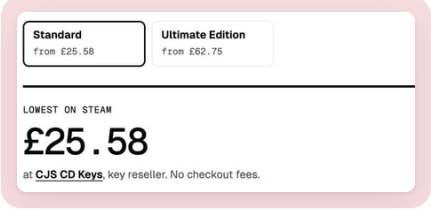
A PRICE LIST · "A MONTH" UNDER EVERY PRICE



AN EVENT · THE ORDER FEE BESIDE THE TICKET



A GIFT CARD · THE SAVING AGAINST FACE VALUE



A GAME · THE LOWEST PRICE AND WHOSE IT IS

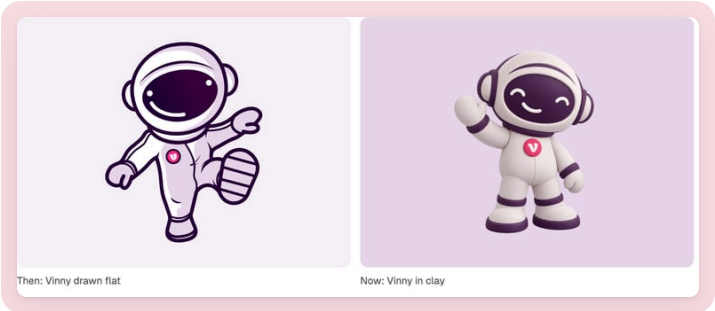
FIGURE 2.15 The same price rules on six kinds of page, captured on 20 November 2026.

We use the seller's wording for prices. A shop's RRP carries the full price label, which says nothing about the usual one. We leave unchecked figures out. For a new ticket seller, we read the fees before showing any prices.

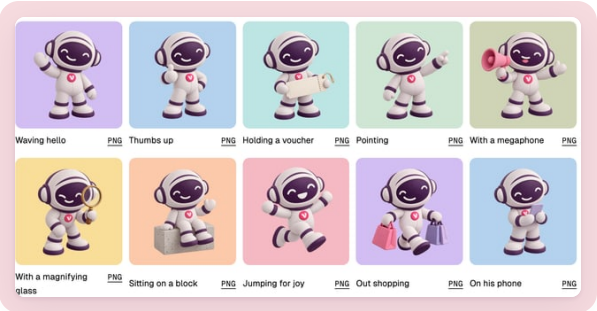
SPECIMEN · THE MASCOT

Vinny, flat and in clay

Vinny the Vouchernaut has been the astronaut in the logo since 2019. The flat drawing acts out what's happening. We use the clay figure in feature art.



THEN AND NOW · THE SAME HELMET, PLUM VISOR AND PINK V BADGE



POSES · TEN OF THE PRESS KIT'S 21, ONE PASTEL EACH

FIGURE 2.16 The press page shows Vinny in drawing and clay, with clay poses to download, on 20 November 2026.

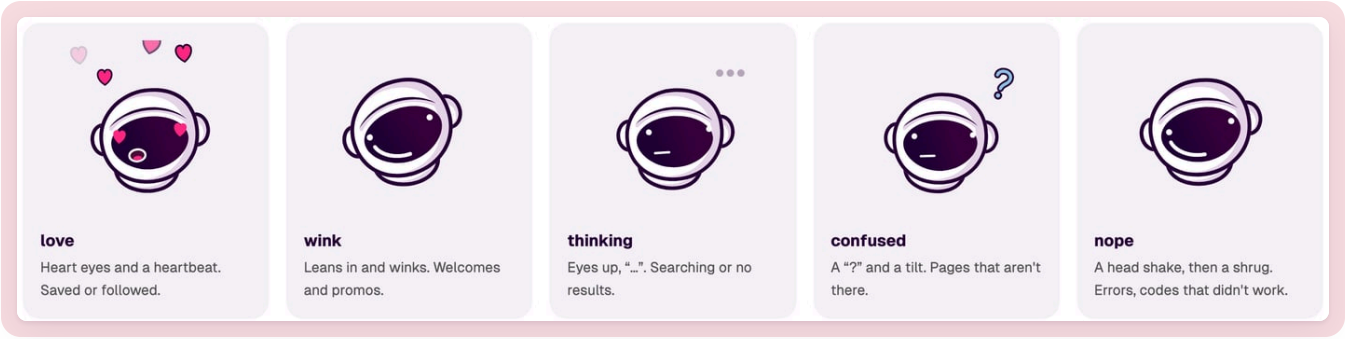


FIGURE 2.17 Five of the eleven looping states on the mascot page, captured on 20 November 2026.

The drawing and the clay figure are two versions of one character. The drawing has eleven loops for loading, a voucher in orbit, a peek, a find, a jump, heart eyes, a wink, thinking, confusion, a head shake and sleep. Each plays at 44 to 260 pixels beside the words that explain the state and holds still if you prefer reduced motion. I named him on 12 October 2026, the day he moved into clay. Every pose follows one sculpt, and on 20 November 2026 the site carried 43 clay poses.



THE STAGE

Mist #f6f1f7, radius 10px. His feet stay on the floor of the panel.

GROUND SHADOW

A plum ellipse, 22 to 26px high, fades out from 22%.

BOB

Up 4 to 6px and back over 5 seconds.

WHERE HE APPEARS

Coupons	On the tear, scissors along the edge
House features	The shop, gifts, What's On, Ballpark
Empty states	The 404 or a list with no items
Notices	On the cookie card, peeking over the top
Emails	On the coupon atop each newsletter
The app	Its icon and splash, on pink #ff2882

WHERE HE NEVER DOES

Sponsors	A sponsor's coupon stub or email space
Prices	Price rows, product cards, tables, prose
Words	In place of the copy. He acts beside it.
Small phones	Anywhere he'd push the search box down
Other hands	Redrawn, recoloured or given speech bubbles

SPECIMEN · ART, NOTICES, OTHER SYSTEMS

Cover art, notices and systems

The guide covers share one house style. Where we may earn commission, the page says so once. Five other products have their own accents.



BACKDROP
One flat pastel for each picture.

STAND
The subject sits on a concrete block or two.

LIGHT
Hard, warm light from the upper left casts long shadows.

FRAME
16:9, with about half the frame empty.

NEVER
Words, numbers, logos, screens or people.

FIGURE 2.18 Six covers in the house style as shown on the guides page on 20 November 2026.

One commission line per page

The line beside the links says once that we may earn commission. We dropped individual link tags on 28 October 2026. We mark each of those links as sponsored for search engines.

By Vouchernaut Editors, updated 23 October 2026. We may earn a commission when you shop through these links, at no extra cost to you.

A STORE PAGE · UNDER ITS VISIT BUTTON

A PRICE COMPARISON, UNDER THE SHOPS
Some shops pay us when you buy through these links; that never changes the order.

WHAT'S ON, ABOVE THE EVENTS
Links may earn me commission, which never changes the order.

Small, plain notices

The notice uses small type and plain words, with detail folded away. No is as easy as yes. I set the rule on 13 October 2026.

Cookies? Your call.

The essentials keep you signed in and remember this choice. Stats, ads and videos stay off until you say yes.

What each one does

Accept all | Essentials only | Let me choose

THE COOKIE CARD AT 80% · BOTH ANSWERS ARE THE SAME 40PX PILL

SYSTEM	PAPER AND INK	ACCENT	TYPE	SCALE AND SHAPE
The site vouchernaut.com	#ffffff #080808	#dbff00 Lime, as a highlighter	Sofia Sans, Geist, Geist Mono	Pills and 10px mist stages. No card shadows.
Brand console For brands	#f8f8f8 #161616	#0d9467 One emerald	Geist and Geist Mono	118 tokens and 30 components. Light only.
Studio The editors' side	#f6f7f8 #172126	#214e3b Forest green for action	Geist on a 13px base	Drawers, a sticky save bar and 5 to 9px corners
The app iPhone and Android	#ffffff #080808	#ff2882 Pink behind the icon	Sofia Sans titles at 34px, Geist text	Built with 38 screens in the site's colours
Emails The Weekly, alerts	#f6f1f7 #ffffff	#e7d6ea The coupon's lilac stub	Geist, with Arial as a fallback	One card, 20px radius, in light and dark
PDFs Guides and reports	#ffffff #000000	#dbff00 The highlighter, on mist	Sofia Sans, Geist, Geist Mono	US Letter, two 320px columns. 73, 22 and 9 pages.

FIGURE 2.19 Paper, ink and accent colours for the site and five other systems on 20 November 2026.

CHAPTER THREE · THE PAGES

The pages

03

Thirty page families share one catalogue of UK shops: codes, a shop with price history, comparison of the same product across sellers, bills, tickets, guides, games and tools.



IN THIS CHAPTER

The atlas of pages 21

Deals, shop and prices 22

Bills, tickets and play 28

THE ATLAS

The atlas of pages

Thirty page families are grouped by what you come to do. Across them we use one catalogue of shops, one set of price rules and one line about commission.

Find a deal — 5 FAMILIES

P01	The homepage vouchernaut.com		22
P02	Store pages and codes /store/…	1,013 store pages	23
P03	Store directory and categories /stores		24
P10	Site search /search		27
P28	Seasonal hubs and the price check /black-friday		37

Buy for less — 8 FAMILIES

P04	The shop and search /shop	77,127 products · 75 shops	24
P05	Compare prices /compare/…	400 pages in the sitemap	25
P06	Price drops and watches /price-drops	879 real drops	25
P07	Gifts and flower delivery /gifts		26
P08	Finders and This or That /gift-finder		26
P09	Your list /list		27
P11	Game prices /games	25,939 games	28
P12	Gift cards and memberships /games/cards	88 cards and memberships	28

Go out — 2 FAMILIES

P18	Airport parking /airport-parking		31
P19	What's On /whats-on	20,006 listings · 86 places	32

P00	A family's title its address	its count on 20 November 2026	page

Compare a bill — 6 FAMILIES

P13	What it costs /cost	49 price lists	29
P14	How to cancel /cancel/…	48 cancel pages	29
P15	Phone finder /phones	90 phones	30
P16	Broadband checker /internet		30
P17	Energy /energy		31
P20	Software /software	75 tools · 16 categories	32

Read and play — 5 FAMILIES

P21	Guides with live blocks /guides	130 guides	33
P22	Tools and calculators /tools	23 tools	34
P23	Ballpark, the daily price game /ballpark		34
P24	Verdicts /verdicts	51 verdicts	35
P25	Polls, reader posts and shoppers' questions /polls	111 polls · 105 questions	35

For groups — 3 FAMILIES

P26	Discount hubs and group pages /discounts-for		36
P27	Store cards /cards	20 loyalty card pages	36
P29	The member account /account		37

About us — 1 FAMILY

P30	The pages about us /changelog · /press · /advertise		38

FIGURE 3.1 The thirty page families and their page numbers. We took the counts from the live site on 20 November 2026.

P01

FIND A DEAL

The homepage

vouchernaut.com

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
One sentence, one search, one coupon	1,013 shops with codes, 879 price drops	Codes, shop clicks, one labelled space	A drop's old price held for 28 days

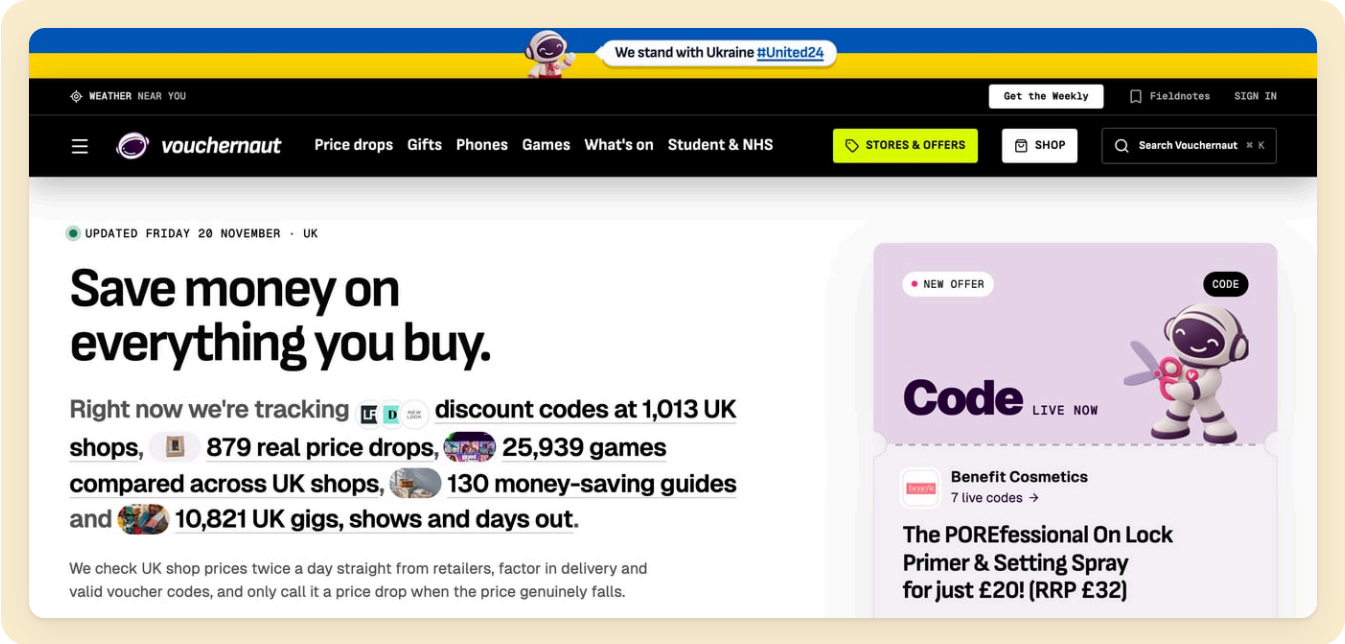


FIGURE 3.2 The homepage's first screen, 1,280 pixels wide, on 20 November 2026.

One sentence on the first screen tells you what's on the site, and you can click any number in it. "Right now we're tracking discount codes at 1,013 UK shops, 879 real price drops, 25,939 games compared across UK shops, 130 money-saving guides and 10,821 UK gigs, shows and days out." We read the counts live to keep the sentence current. Each one takes you to the part of the site it counts.

The search box underneath covers shops, codes, deals and guides. Four rows take you to the comparison tools for phones, broadband, energy and software. The coupon pick to the right is one offer on a ticket with a perforated edge, with clay Vinny holding the scissors. A newcomer can see what a code looks like here before they scroll. Further down, the shelves hold codes, price drops, gifts, phones and what's on nearby.

THE DECISION

I cut the rotating headline and the stack of cards. One plain sentence and one coupon help a newcomer find their way faster. The only paid space says "Ad space" and shows its price.

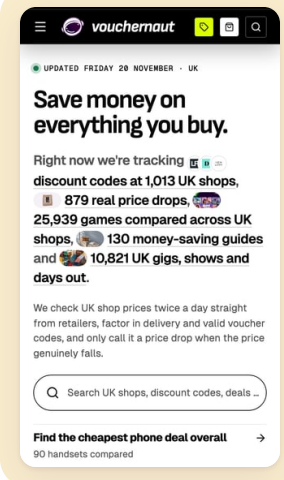


FIGURE 3.3 On a phone.

P02

FIND A DEAL

vouchernaut.com/store/lookfantastic-uk

Store pages and codes

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The shop's first code, as a coupon	1,013 store pages, about 700 live codes	The shop's commission on a sale	Commission never changes the order

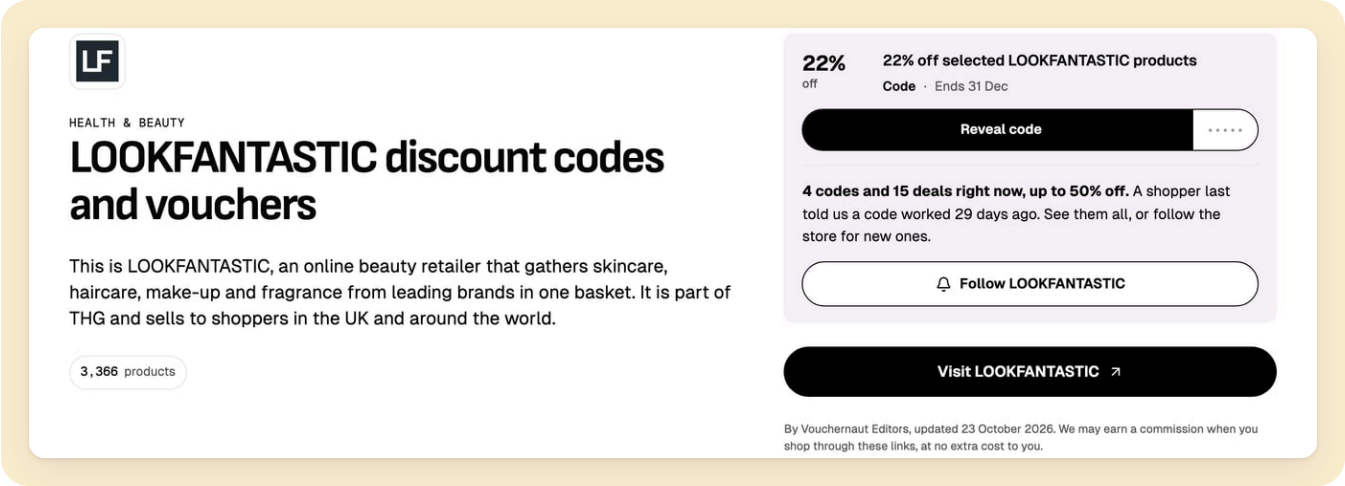


FIGURE 3.4 The code, live offer count and commission line on a store page's first screen on 20 November 2026.

If you came for a code, there's one ready to reveal before you scroll. The coupon for the shop's first code gives the live offer count in bold ("4 codes and 15 deals right now, up to 50% off"). It shows when a shopper last said a code worked and lets you Follow for new ones. The single commission line sits under the byline. The offer rows follow, then products, a guide and dated delivery and returns details in the shop's words.

Five dots stand in for the code beside "Reveal code" until you press it. One press copies the code and opens the shop. The coupon asks "Did it work?" and offers the next code if you say no. If a code has expired, the coupon offers the shop's best live one in its place. A shop without a live code shows "No codes right now."

THE DECISION

On 31 October 2026 I changed when codes appear. You see the code when you press the button, which copies it and opens the shop in one move. Commission never changes the order in which we show the offers.

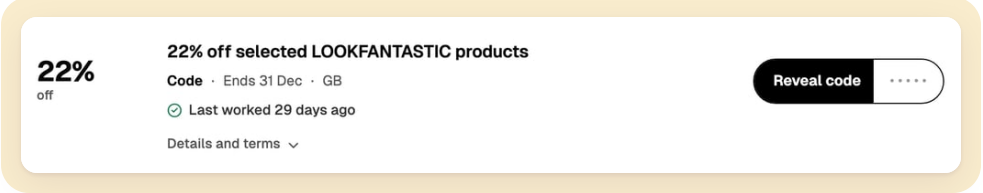


FIGURE 3.5 One offer row. Five dots stand in for the code.

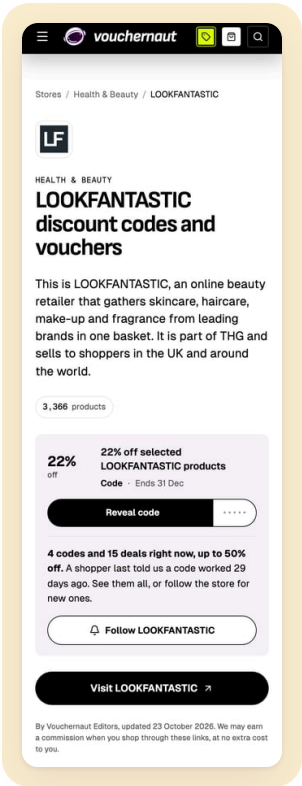


FIGURE 3.6 On a phone.

P03

FIND A DEAL

vouchernaut.com/stores

Store directory and categories

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
Categories, each with its shop count	18 categories, 80 sections	Codes and deals, labelled sponsor spaces	A sponsored space sits apart from offers

Every shop has a plain link you can reach in two steps from anywhere. The directory starts with categories, each with its shop count and sections. A letter bar takes you through the A to Z of shops on one page. Each category puts its latest offers under one commission line, with products, quick answers and a first-person buying guide headed “What I’d check first”. In broadband, mobile and energy, you get the postcode checker, phone finder or tariff comparison before you see a code.

THE DECISION

In October 2026, I put the whole A to Z on one page so every shop is one link away. We label sponsored category space and keep it outside the offer list.

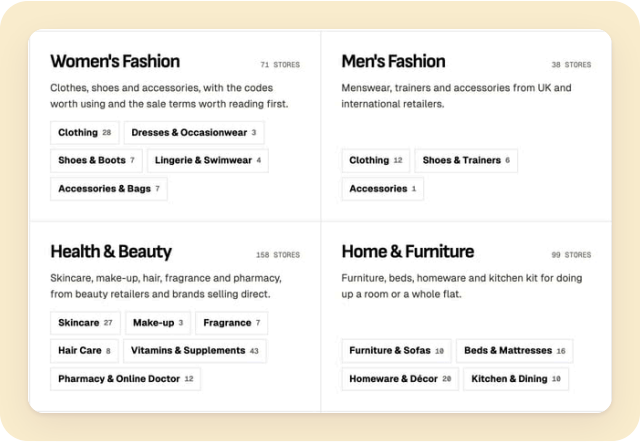


FIGURE 3.7 Four of the directory’s categories on 20 November 2026.

P04

BUY FOR LESS

vouchernaut.com/shop

The shop and search

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
A search box and one item, priced today	77,127 products from 75 shops	The shop’s commission when you buy	“Best” is defined beside the claim

The shop opens with a price check for one real item, with its shops’ prices and the difference in pounds. The heading says “Looking to buy? You’ll find the best price here.” Under the search box we say what we mean by best. It’s the lowest price we can see today at the shops we check. Search for an air fryer and a model sold by several shops appears on one card marked “Compare 4 shops”, with the lowest in-stock price.

THE DECISION

On 4 November 2026 I rebuilt the shop front around one search box. I kept “best” because the page ties it to the shops we check and the prices we see today.

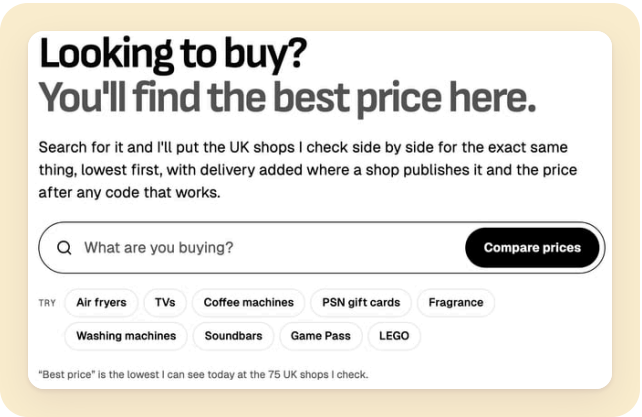


FIGURE 3.8 The shop’s first screen on 20 November 2026. The last line tells you what “best price” means.

P05

BUY FOR LESS

Compare prices

vouchernaut.com/compare/…

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The lowest total, its shop, a 90-day chart	400 compare pages in the sitemap	Commission from the shop you pick	In stock first, then cheapest with delivery

One page gathers every shop that sells one exact item. We checked the Ninja Double Stack air fryer by barcode to make sure it was the same item across five shops. The page opens with “from £169 at Joybuy, with delivery”, a chart of the lowest price over 90 days and a way to watch for a drop. Each shop’s row gives stock, delivery in its own words, the total and a button. Below the rows we say “Some shops pay us when you buy through these links; that never changes the order.”

THE DECISION

On 22 October 2026 I ruled out “lowest anywhere”. We mark a row “Lowest price here” only if the shop has stock and we know the total.

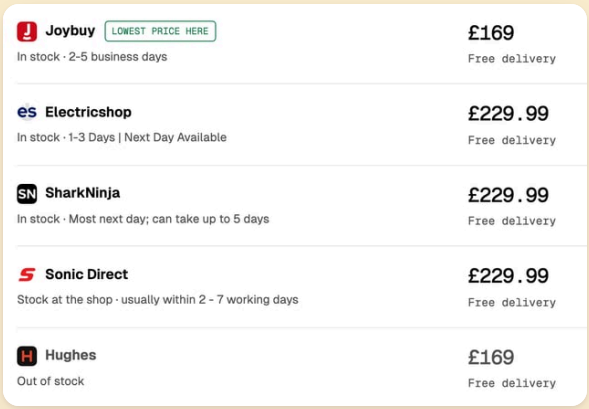


FIGURE 3.9 One air fryer at five shops on 20 November 2026. We put the out-of-stock shop last, whatever its price.

P06

BUY FOR LESS

Price drops and watches

vouchernaut.com/price-drops

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The rule, then the biggest falls	879 real drops from 24 shops	Shop clicks, on the page and from alerts	“Down from” needs a price held 28 days

A shop has to hold the higher price for 28 days before we list a drop. Below the heading it says “A drop only from a price held 28 days, in the last 30”. Before we’d checked a shop that long, we showed “None yet” and said why. On 20 November 2026 there were 879 products from 24 shops, biggest fall first. Watch any item without an account for one email the morning after it drops, or choose “Tell me when it’s back” for a sold-out one.

THE DECISION

The 28-day hold meant leaving drops from a shop off the page for its first four weeks. I kept the rule even when it meant a shorter list.

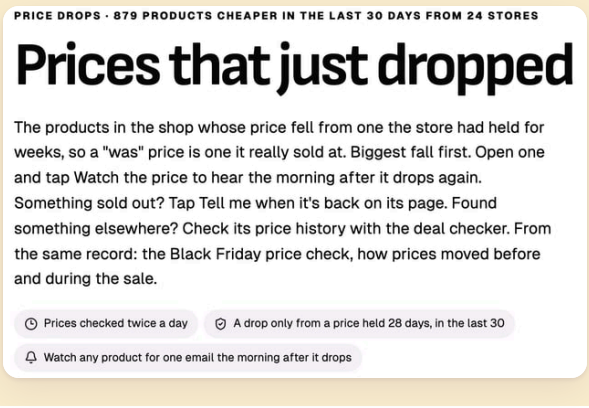


FIGURE 3.10 The three promises beneath the heading on the price drops page, 20 November 2026.

P07

BUY FOR LESS

Gifts and flower delivery

vouchernaut.com/gifts

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
A gift search, occasions and budgets	68,295 gifts from 66 shops	Commission from the shop that sells the gift	No delivery day promised: the shops' words, dated

The gift shop, built from the same catalogue, searches gifts and flowers alone. You can narrow the search by occasion or budget. Beside the box is one real gift with a working code, a £44 bouquet at £35.20 with the code. In season we count down to Christmas and link each shop's last order date. In the flower collections, "Delivery, shop by shop" gives each florist's charge and timing in its own words, dated when we read them. Sympathy flowers appear only if you ask.

THE DECISION

On 11 November 2026 I narrowed what counted as a flower. That took a rose-scented cologne and a "Dried Rose" stand mixer out of the bouquets.

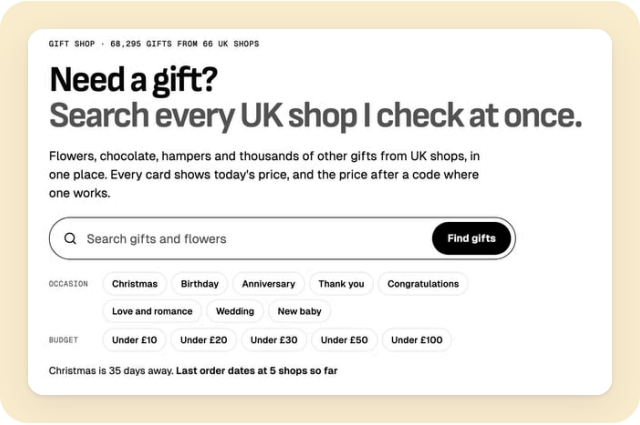


FIGURE 3.11 The gift shop's first screen on 20 November 2026, 35 days before Christmas.

P08

BUY FOR LESS

Finders and This or That

vouchernaut.com/gift-finder

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
One question, a count on every answer	3 finders: gifts, flowers, books	Commission from the shop behind a pick	Commission never enters the ranking

The finder asks one question at a time and shows what's left after each answer. Every answer has a small photo and a count ("Mum, 294 gifts"), and the matches fill in beside it. The budget step shows a histogram of real prices, and on a phone you swipe through the matches. When two picks are close, This or That puts the two side by side. Choose one and it stays on screen, and you see your vote on the pair after you've picked.

THE DECISION

I wanted three things in every finder. Each question offers "I don't mind", the budget histogram uses real prices and the shortlist fills as you answer.

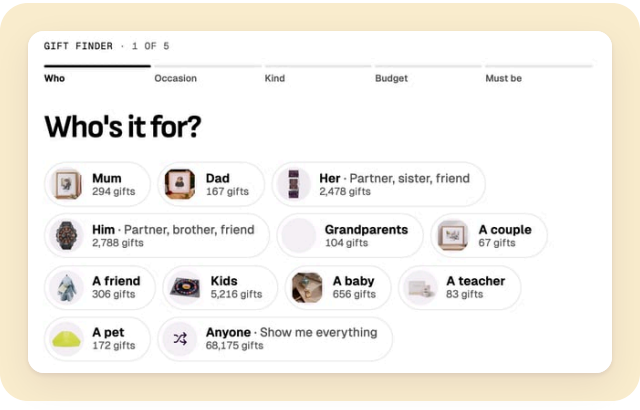


FIGURE 3.12 The gift finder's first question on 20 November 2026.

P09

BUY FOR LESS

Your list

vouchernaut.com/list

FIRST SCREEN	LIVE SINCE	EARNS BY	RULE KEPT
Your items, then the plans to buy them	23 October 2026	Commission from each shop in a plan	Never “cheapest” unless every way was tried

Your list finds the cheapest way to buy what you save. Save an item with any product card’s heart or “Add to list” on a compare page. We price items at shops with stock and add delivery to each shop’s share. The plans cover the cheapest way, everything at one shop, fewest parcels and, in season, delivery in time for Christmas. Codes that cut the cost sit by the plan. The list stays in the browser if you’re signed out. Share it as a wishlist and givers can claim items without you seeing who.

THE DECISION

I chose “The cheapest way we found” for whenever the search leaves any split untried. I also made sure the page says we don’t hold a basket.

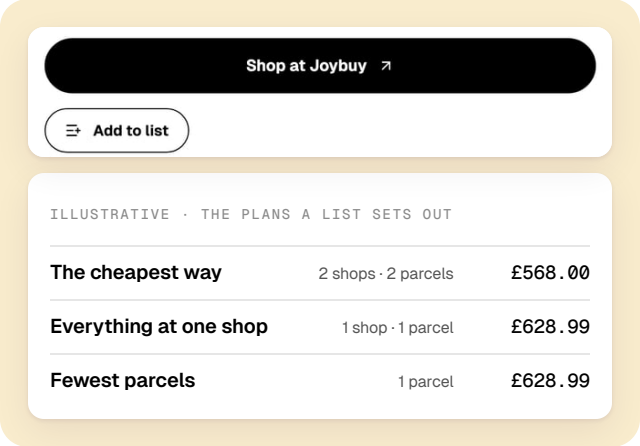


FIGURE 3.13 “Add to list” on a compare page on 20 November 2026. The drawing shows how the list sets out its plans, with illustrative figures.

P10

FIND A DEAL

Site search

vouchernaut.com/search

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
A palette with places to jump to	7 tabs, 14 places to jump to	The pages it opens	Offers appear without their codes

One search box covers shops, codes, products, games, events and guides. Open it from any page’s header or the search field on the homepage. It starts with places to jump to, recent searches and popular shops, then groups the results under seven tabs as you type, best match first. Choose a product sold by several shops and its comparison opens. An AI agent in your own browser can run the same search.

THE DECISION

I put the tools alongside the shops so search could take you around the whole site. We keep shops for adults out of the search results.

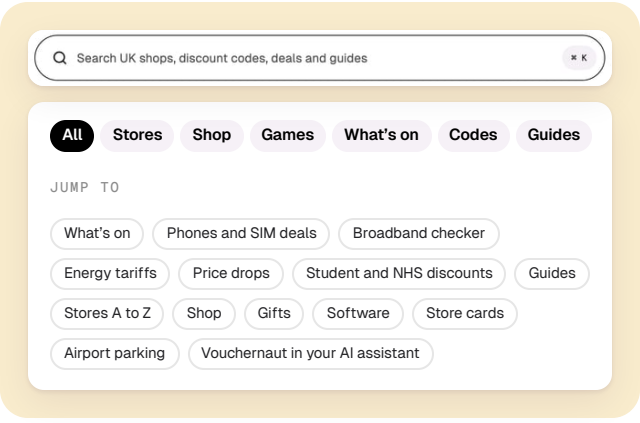


FIGURE 3.14 The homepage’s search field on 20 November 2026; the tabs and jump list are an illustrative drawing.

P11

BUY FOR LESS

Game prices

vouchernaut.com/games

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The lowest UK price, its shop and its fee	25,939 games, 4 shops, 11 platforms	Commission from the shop you pick	Only a UK-ready key sets the headline

At the top of a game's page, we show what a UK buyer would pay, including the shop's fee. Each platform and edition gets its own "from" price. We list official stores separately and explain above the key shops' rows that they resell keys bought in other markets. We leave out keys for other regions. If a listing gives no region, we show it with a warning and keep it out of the headline, "from" prices and price watches. We don't describe shops as safe or authorised.

THE DECISION

On 23 October 2026 I made the headline price the total a UK buyer pays the shop. Cheaper keys only count if you can redeem them here.

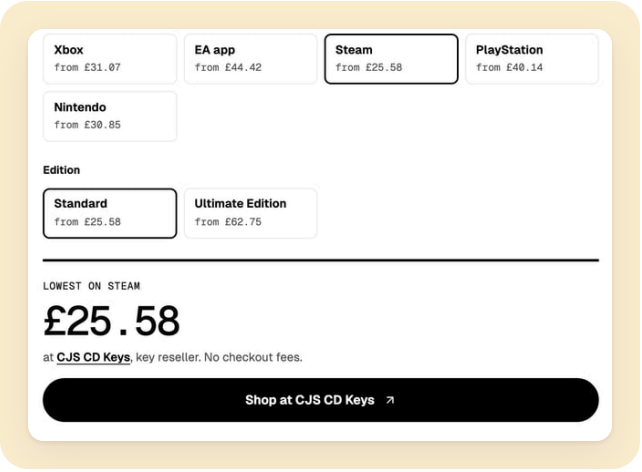


FIGURE 3.15 EA Sports FC 27 on Steam, 20 November 2026.

P12

BUY FOR LESS

Gift cards and memberships

vouchernaut.com/games/cards

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The biggest saving against face value	63 cards and 25 memberships	Shop clicks; the platform's link is unpaid	The platform's own price beside the shops'

The hub leads with the biggest saving on console credit, measured against the card's face value. Enter any price in the box below to find the cheapest card or pair of cards that covers it. Each card's page puts every shop's price beside the platform's own. If the platform costs less, we put it first with an unpaid link. We show a saving only when the price covers all you'd pay. US accounts get matching pages in dollars.

THE DECISION

On 29 October 2026 I decided we'd lead with the shopper's saving. If the platform is cheapest for the shopper, it gets the headline, whoever pays us.

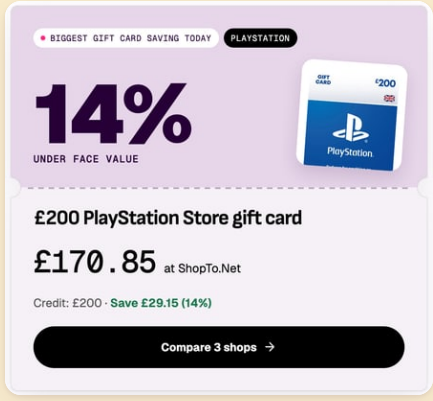


FIGURE 3.16 The hub's lead ticket on 20 November 2026.

P13

COMPARE A BILL

What it costs

vouchernaut.com/cost

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The answer, then every plan as a receipt	49 price lists	Only the seller's own codes, lower down	Prices hidden after 90 days without a check

A till receipt shows the UK prices for a membership or subscription. It answers "What does it cost?" and lists every plan in the seller's words. An editor checks the seller's own page and dates the receipt. The current price stays on the receipt beside any upcoming rise. Below are past rises with their sources, cheaper ways in and "Tell me if it goes up". After 90 days without a check, we hide prices until an editor reads them again.

THE DECISION

On 23 October 2026 I decided a seller we earn from gets the same page as one we don't. Stale prices come off the page.

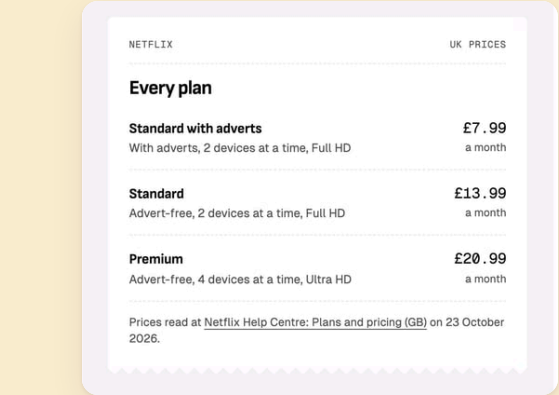


FIGURE 3.17 Netflix's plans, as listed on 20 November 2026.

P14

COMPARE A BILL

How to cancel

vouchernaut.com/cancel/…

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
The answer beside numbered steps	48 cancel pages	Nothing, on purpose	No paid link anywhere on the page

All but one of the price lists have a cancellation page that earns us nothing. We answer in a sentence, then give the steps with the seller's button names and the date we read its help page. Below we explain when your membership ends, your rights under current law and cheaper plans if cost is why you're leaving. We leave out codes, paid links and offer shelves. The steps end with "We don't earn from this page." Readers who tried to cancel can share what they were offered to stay.

THE DECISION

On 23 October 2026 I wrote the rule in one line. A cancellation page earns nothing, so commission gives us no reason to keep you subscribed.

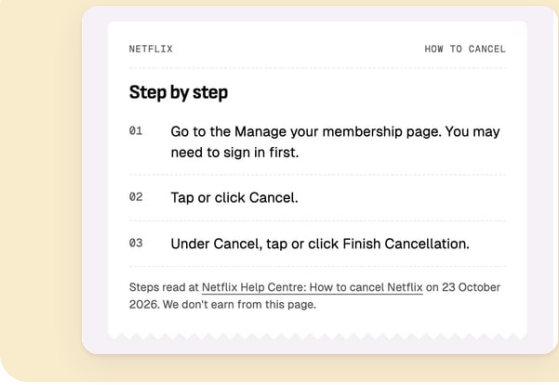


FIGURE 3.18 How to cancel Netflix, with the note on commission.

P15

COMPARE A BILL

Phone finder

voucherna ut.com/phones

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
“Help me choose”, then every phone	90 phones, 9 makers, 3 retailers	Commission from the retailer you pick	A monthly price never stands alone

For every phone the retailers list, we show the full contract cost. A low monthly price can look cheap with the upfront cost and next April’s rise in small print. Beside the monthly price we show upfront cost, length, total and seller. Just below, each announced rise has its amount in pounds and pence and the month it starts. “Help me choose” asks only what the sellers’ data can answer. “How I rank these” ends each page by naming who we cover and saying commission never changes the order.

THE DECISION

The advertising code and consumer law for comparison listings were my brief. We show the other costs with the monthly price, and “unlimited” carries “fair use applies”.

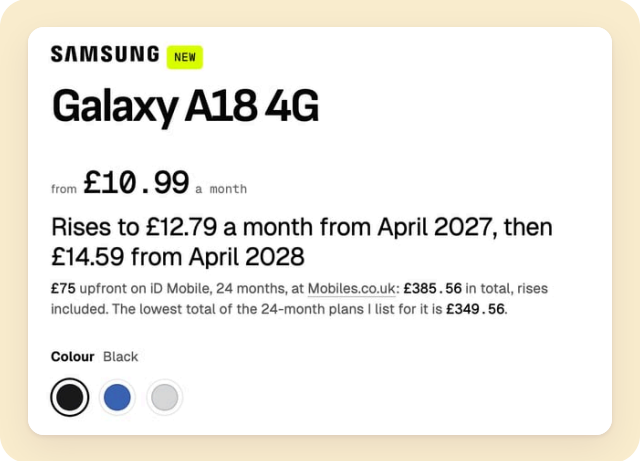


FIGURE 3.19 A phone’s price with its two scheduled rises.

P16

COMPARE A BILL

Broadband checker

voucherna ut.com/internet

FIRST SCREEN	SHOWS	EARNS BY	RULE KEPT
One box for a postcode or an address	Speeds, signal, what’s coming, who sells	Provider links, where a programme pays	Ofcom’s words kept, no approval implied

Enter a postcode to see what each address can get, in the regulator’s own words. For addresses Ofcom knows about, we show predicted broadband speeds, indoor and outdoor signal for four mobile networks, planned full fibre and who sells there. Pick one and we show every yes or no from the providers’ own checkers. Available providers come first, then by speed and, when speeds match, A to Z. The social tariffs page earns nothing.

THE DECISION

I use Ofcom’s words and show its data under its terms, without implying approval or claiming the whole market. Providers that don’t pay keep their place.

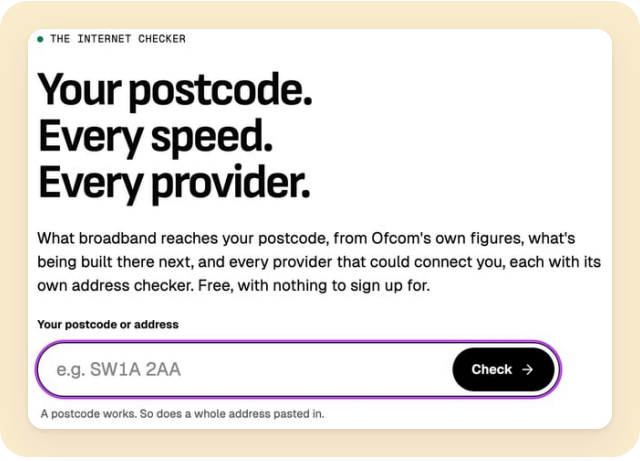


FIGURE 3.20 The checker’s first screen, 20 November 2026.

P17

COMPARE A BILL

Energy

voucherNaut.com/energy

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
Four questions and today's price cap	7 suppliers' tariffs, 14 regions	Supplier links, where a programme pays	Every tariff is set against the cap

For every tariff we hold in your region, we show the cost over the next 12 months against the price cap. Your postcode tells us the region and whether there's mains gas. Three more answers tell us your fuel, usage and how you pay. The cheapest comes first, and each tariff shows how many pounds "less" or "more" you'd pay than on the cap. We say when staying put costs less. A "?" explains unfamiliar terms, and "How do I read this?" opens a worked sum using the figures on the page.

THE DECISION

I claim neither the Confidence Code nor the whole market. We show who we compare and who pays. Commission never changes the order.

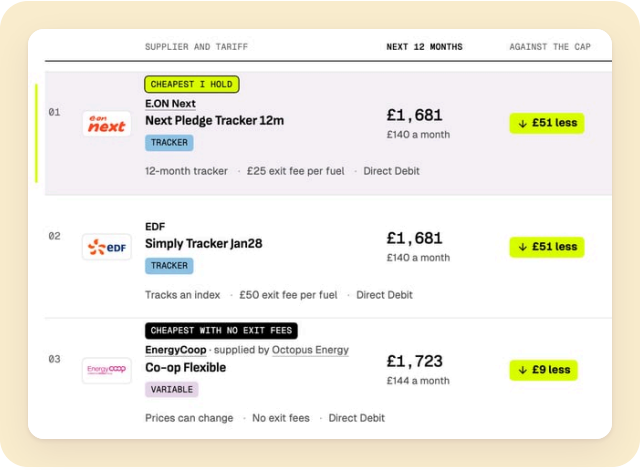


FIGURE 3.21 London's cheapest tariffs against the cap.

P18

GO OUT

Airport parking

voucherNaut.com/airport-parking

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
An airport, two dates and a map	26 airports, 64 car parks	Commission when you book	The full price for your dates, or none

Choose an airport and two dates to see the full price for your stay at each car park. The total includes the seller's fee. We also add and name any compulsory charge you pay on the day. If the amount of that charge is missing, we list the car park without a price. Around the search, we explain what long stay means at each airport, how much drop-off costs and what to check before handing over your keys.

THE DECISION

I leave the price off if we can't show one that covers the barrier charge. Readers ask about parking we don't sell, so we explain it too.

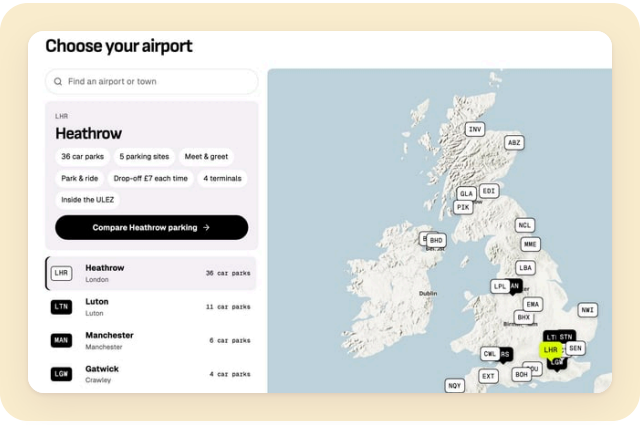


FIGURE 3.22 Choosing an airport, 20 November 2026.

P19

GO OUT

What's On

vouchernaut.com/whats-on

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
This weekend's picks, place by place	10,821 dated events in 86 places	Commission on a ticket link	A price says what the seller adds

The weekend's picks open each place's page in the voucher site's events guide. Beside a map of venues, we list every event by day, from gigs and comedy to theatre and days out. An unfamiliar act gets a one-line description so you have something to go on besides the name. We check fees on the seller's own pages before we show a ticket price and say what it includes. Here that's a booking fee, with the order fee shown beside the price. The page says we don't sell tickets ourselves.

THE DECISION

We leave a new seller's prices off until we've checked its fees, so we don't give readers half of one. I also leave out tickets for designated football matches.

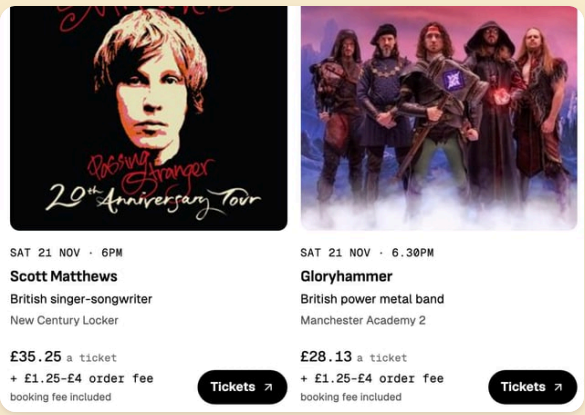


FIGURE 3.23 Two of Manchester's weekend picks, fees stated.

P20

COMPARE A BILL

Software

vouchernaut.com/software

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
A category tree and a card for every tool	75 tools in 16 categories	The makers' referral programmes	Prices in the maker's currency, dated

A tool's page uses the same layout as a phone's, with screenshots beside the buy column. It shows review scores, a "from" price, the plans and a button to try it. The discount gets one row. Below are pros and cons, "Good for" and "Look elsewhere if", reviewers' complaints and alternatives. Prices stay in the maker's currency and carry a date. We date and link the review sites' own scores.

THE DECISION

I added software because the makers' referral programmes give buyers a discount when they use our link. We order the tools by searches alone.

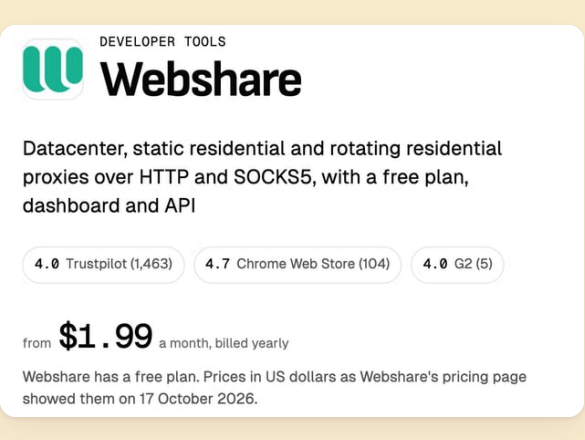


FIGURE 3.24 A tool's buy column on 20 November 2026.

P21

READ AND PLAY

Guides with live blocks

voucher naut.com/guides

FIRST SCREEN	ON 20 NOVEMBER	EARNS BY	RULE KEPT
A cover, two dates, one commission line	130 guides, 25 kinds of block	The shop links inside the blocks	Blocks only accept items on sale

FIGURE 3.25 A prices block with one coffee machine's shop totals

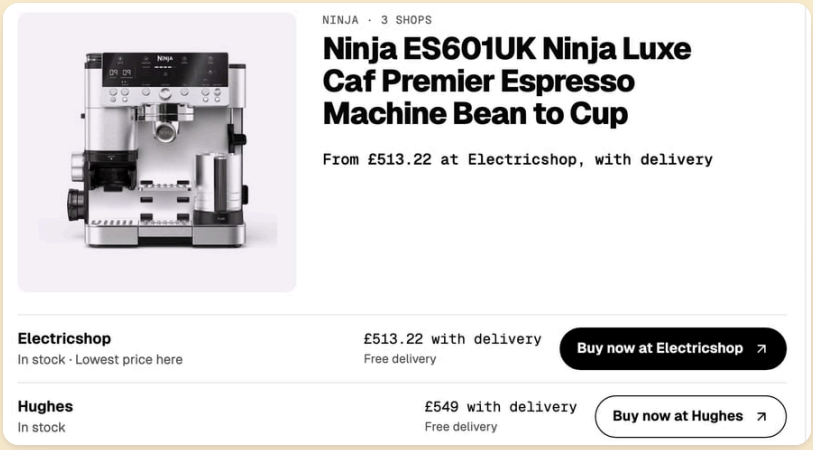


FIGURE 3.26 Gift card tiles and poll

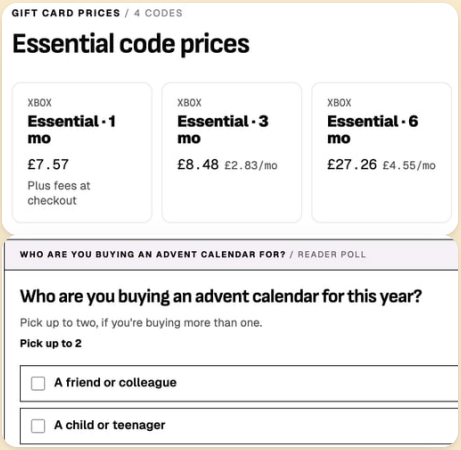
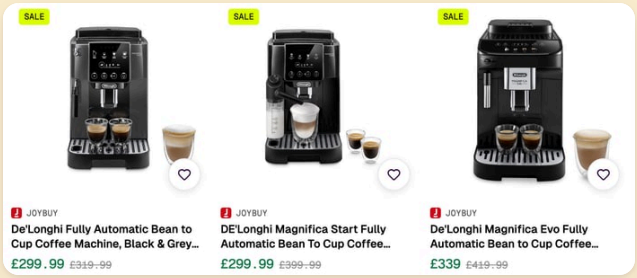
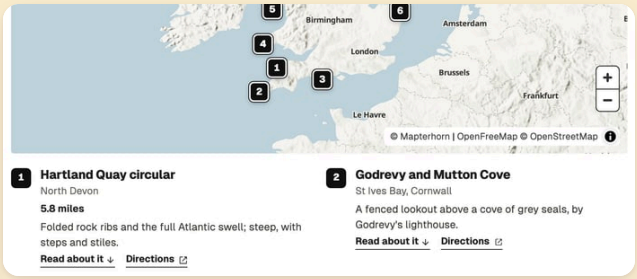


FIGURE 3.27 A shop grid and a map with numbered pins for eleven walks. The guides showed all five blocks on 20 November 2026.





Prices sit in their own blocks inside the guide. They can change there without making the prose go stale. An editor places a block with one line, and the page fills it as it loads. That's how we show compared prices, shop grids, gift cards, phone deals, maps and votes. On 20 November 2026 there were 25 kinds of block, 14 with a design of their own.

Every coffee machine pick has a prices block beneath it. We show the photo and lowest total with delivery, then give each shop a row with its stock and a button. The air fryer guide is built the same way. You can go from an opinion to a compared price (p. 25) on the same page, then click out once.

A pick that sells out drops from its grid. The blocks follow the rules of the pages they draw on, so one that names something no longer on sale won't save. A poll shows results only once you've answered. A guide with shop links opens with one line on commission, and most end with the day's price game (p. 34).

THE DECISION

I wanted guides to stay accurate after we'd written them. We pull in prices, stock and votes when the page loads, and keep the prose to what a source or our own data backs.

P22

READ AND PLAY

Tools and calculators

vouchernaut.com/tools

LIVE SINCE	ON 20 NOVEMBER	EARNS BY	RULE KEPT
19 October 2026	23 tools, 58 salary pages	Nothing on the money tools	Every answer shows its working

Each of the 23 calculators and checkers has a hairline row that names the source of its figures. We split the rows into three groups under Money, Bills and Shopping. The discount calculator shows each line of the sum, and take-home pay has a page for each of 58 salaries. Tell the refund rights checker what went wrong and how you paid, and it shows each right, its deadline and the law behind it before drafting a letter. We give legal information only and leave the sending to you.

THE DECISION

I kept regulated financial products out of every tool. We leave links we earn on out of the money tools so the calculation stands on its own.

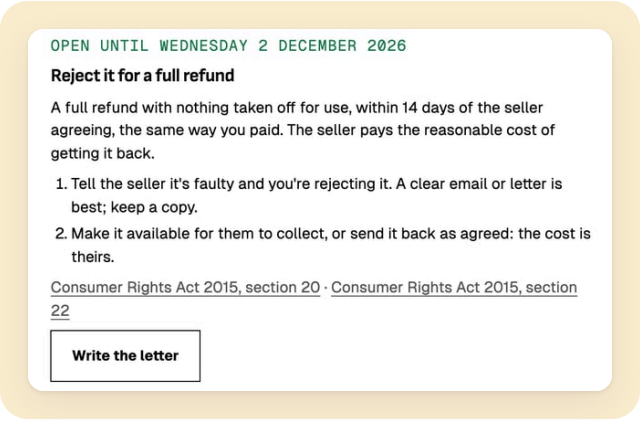


FIGURE 3.28 A refund right, its deadline, the law and the letter in the checker on 20 November 2026.

P23

READ AND PLAY

Ballpark, the daily price game

vouchernaut.com/ballpark

LIVE SINCE	EVERY DAY	EARNS BY	RULE KEPT
22 October 2026	Five prices, then a line of 11	Nothing: items link to our own pages	No price shows before it is guessed

Five real products from UK shops appear each day, the same five for everyone, with a “£?” tag on each. Type a guess or use the slider, and the tag flips and counts from your guess to the price as Vinny reacts. The day’s score is out of 500, and the share text leaves out the prices. Higher or Lower, the second game, gives you 11 products and ten calls. You can keep going after a wrong call, and the game sits at the foot of every guide.

THE DECISION

I left out reminders, streak rewards and anything you could win. We choose the products without taking commission into account.

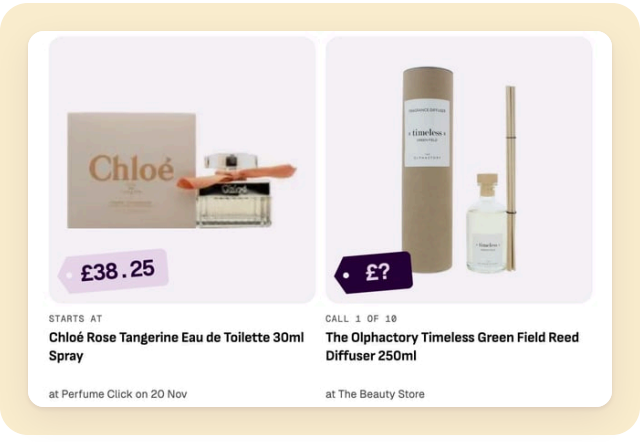


FIGURE 3.29 Higher or Lower, 20 November 2026.

P24

READ AND PLAY

Verdicts

vouchernaut.com/verdicts

FIRST QUESTION	ON 20 NOVEMBER	EARNS BY	RULE KEPT
2 November 2026, 7am	51 verdicts readers can see	Codes in a block of their own	The split shows after a vote

One money question opens at 7am each morning, either “Am I being tight?” or “Is it worth it?” It comes from our desk or a reader, whose dilemma we lightly edit and publish without their name. One tap casts your vote, then you see the split. We call it after a week or more with at least 20 votes and one side at 55%. Otherwise, the page says readers are split. For a worth-it question, the break-even sum uses the seller’s own prices.

THE DECISION

I wrote two rules on 22 October 2026. Commission never decides a verdict. We publish only real dilemmas and never post anything as readers.

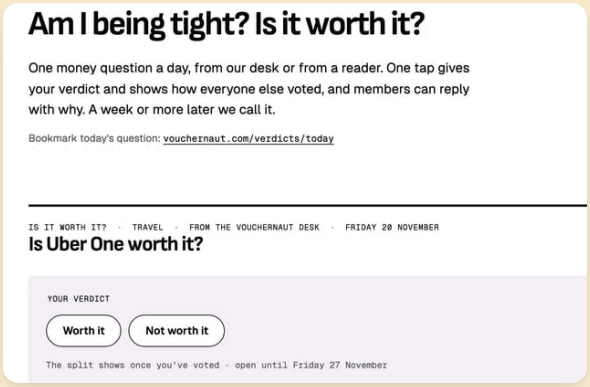


FIGURE 3.30 The day’s question on 20 November 2026.

P25

READ AND PLAY

Polls, reader posts and shoppers’ questions

vouchernaut.com/polls

POSTS AND QUESTIONS SINCE	ON 20 NOVEMBER	EARNS BY	RULE KEPT
22 October 2026	111 polls, 105 shoppers’ questions	Nothing: a source is never a link we earn on	Nothing quoted under 100 answers

You answer a poll inside a guide, and the results get their own page with the method, a spreadsheet and a line for citing them. We quote a poll in a story only once 100 people have answered. Shoppers’ questions sit on store pages, where an editor writes each one and the answer links to its source and says when we checked it. We rule out words like “legit” and “safe”. We check plain-text replies against written house rules, and anyone can report one.

THE DECISION

The regulator’s guidance counts a thumbs-up as a review, so I ruled out seeding any response or having anyone on our team answer as a reader.

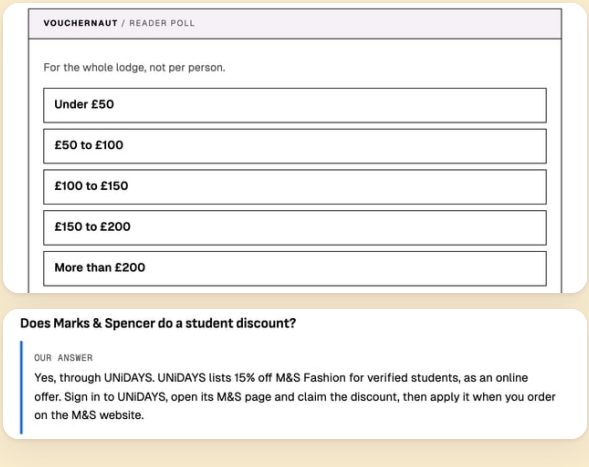


FIGURE 3.31 A poll on the nightly price of a hot tub lodge and our answer to a shopper’s question, 20 November 2026.

P26

FOR GROUPS

vouchernaut.com/discounts-for · /group-cashback

Discount hubs and group pages

BUILT	ON 20 NOVEMBER	EARNS BY	RULE KEPT
Groups 24 September, hubs 11 October 2026	Six hubs, students to key workers	Shop clicks; cashback comes from our commission	Each supporter sets their own share

Six hubs gather the discounts shops set aside for students, NHS staff, teachers, blue light workers, the forces and key workers. Each offer says who checks it. If a brand accepts our check, you confirm a student or work email once, and the brand learns only that you're verified. For group cashback, an organiser shares a page and printable QR poster for a club, school or charity, and each supporter gives from 1% to all of their own cashback. Only confirmed money counts, and a payout takes two people.

THE DECISION

I'm proud of group cashback. We pay a member's cashback out of our own commission, and they can pass a share to a club at no extra cost.

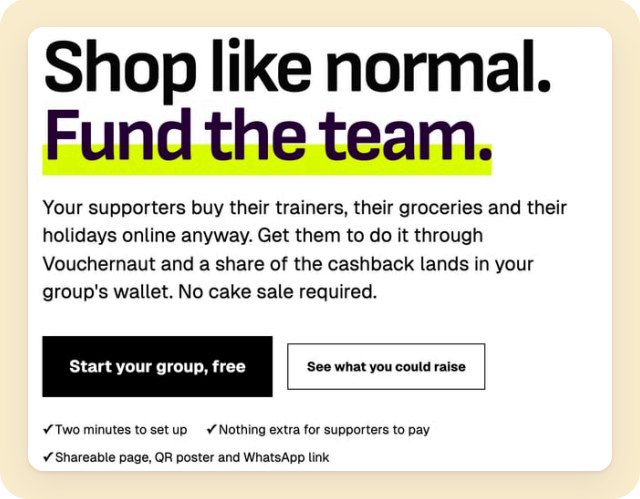


FIGURE 3.32 The opening of the group cashback page on 20 November 2026.

P27

FOR GROUPS

vouchernaut.com/cards

Store cards

BUILT	ON 20 NOVEMBER	EARNS BY	RULE KEPT
13 October 2026	20 loyalty schemes with a page	Online codes shown under a card	What a scheme doesn't say is left out

Hold a loyalty card up to the camera to save it in the wallet. Tap the card at the till and its barcode fills the screen. You can share cards with family and use the wallet without an account. The shop's online codes sit beneath the open card. Each of the 20 schemes has a page that answers the questions people search for about its card.

THE DECISION

I had every card fact checked on the scheme's own pages and dated. If the terms forbid copying a card, our page says so.

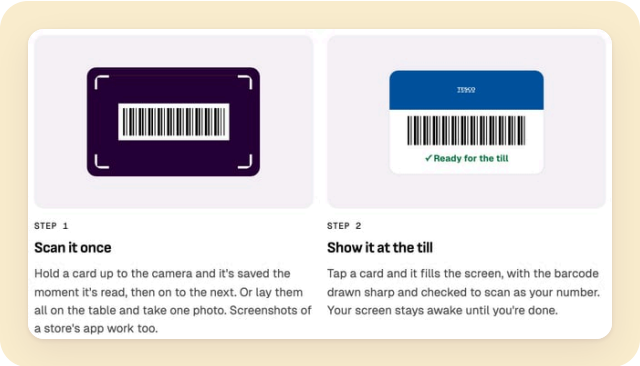


FIGURE 3.33 Scanning once and showing a card at the till on the store cards page, 20 November 2026.

P28

FIND A DEAL

vouchernaut.com/black-friday

Seasonal hubs and the Black Friday price check

PRICE CHECK SINCE	ON 20 NOVEMBER	EARNS BY	RULE KEPT
18 October 2026	Two seasonal hubs	Codes and labelled spaces	Lowest price on our record

The hub opens with a countdown and one promise to show only real deals. One address holds the year's event codes, stores to watch and up to three sponsored spaces, each labelled. The price check beside it calls a sale price a real deal only if it's the lowest we've recorded for that product since 9 October 2026. It matches sizes and editions at both points in time and names a shop only after comparing at least 20 products. The count shows the minute we made it.

THE DECISION

I put the full method and a line for citing it beside the count. The lists link only to product pages.

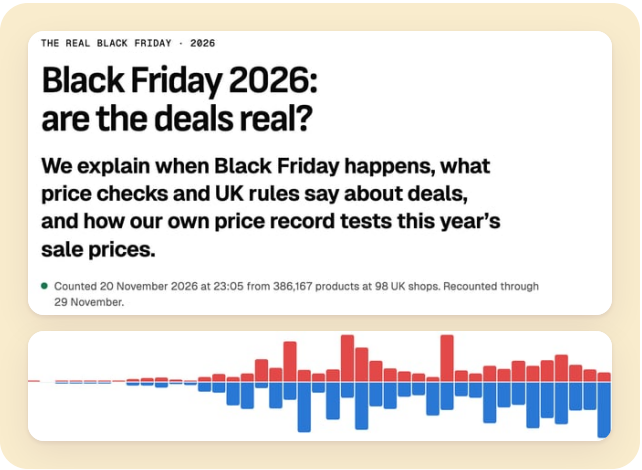


FIGURE 3.34 The price check on 20 November 2026, with daily cuts in blue and rises in red since 11 October.

P29

FOR GROUPS

vouchernaut.com/account

The member account

SIGN-IN	LEADS WITH	EARNS BY	RULE KEPT
Google or an emailed link	The household	Nothing on its pages	Download or erase everything

You can follow stores, watch prices and keep lists by email, and start anywhere on the site without an account. Sign in with Google or an email link. The household comes first, with the people who share store cards and reminders of when the home's broadband, mobile and energy contracts end. Other pages show followed stores and alerts by kind, cashback and the group's share, and each reader post's status in plain words. Email choices include which occasions to leave out.

THE DECISION

I gave each job its own page and put the household first. Members can download or erase everything on the account.

Your account ILLUSTRATIVE

HOUSEHOLD

The people you shop with, and your home's broadband, mobile and energy contracts.

Stores	Followed stores, with alerts by kind
Verified	Student or work status, and its end date
Cashback	The wallet, and a group's share
Your posts	Each post, with its state
Ballpark	Your record in the daily game
Emails	The Weekly, and occasions to leave out

FIGURE 3.35 An illustrative member account overview.

P30

ABOUT US

The pages about us

vouchernaut.com/changelog · /press · /advertise

CHANGELOG SINCE	ON 20 NOVEMBER	EARNS BY	RULE KEPT
24 October 2026	23 dated days of changes, from 18 October	Nothing; the advertise page sells labelled spaces	A paid space never changes what is listed

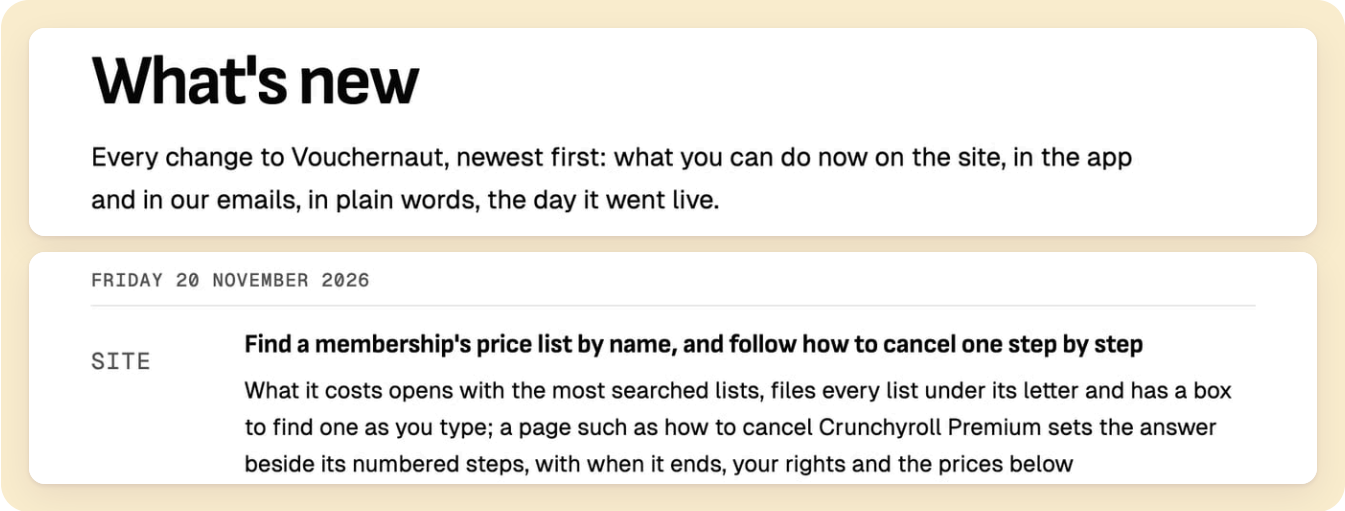


FIGURE 3.36 The public changelog on 20 November 2026, showing the opening and the first change listed that day.

"What's new" records every change you can see on the site. Each change gets one hairline row, newest first and grouped by day. Each row starts with what you can do now, then explains the change in plain words. It's the build's own changelog made public.

Logos, Vinny's poses and press images are there for writers, along with rules for using them. Every figure in the press kit is dated.

The advertise page shows its rate card (page 50) and a planner. Brands pick weeks around bookings already in place, and only an editor can reserve them. A brand can preview itself in every sponsored space for an hour, in its own browser only. Each paid space is labelled Sponsored.

The methodology and disclosure pages explain each label and how links earn. "Tested by the Vouchernaut desk" means an editor tried the code at the retailer's checkout in the last 14 days. If we only checked the feed, we say so. A commercial relationship doesn't make an offer a recommendation.

THE DECISION

On 24 October 2026, I made the changelog public and kept editor-only work off it. Anyone can read in plain words what changed on the site and when.

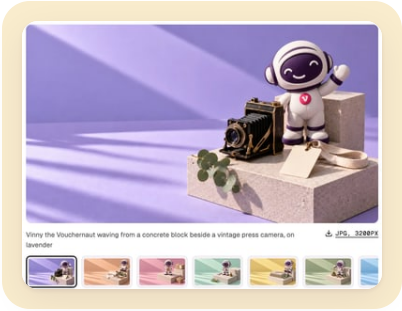


FIGURE 3.37 The press kit's images are free to download.

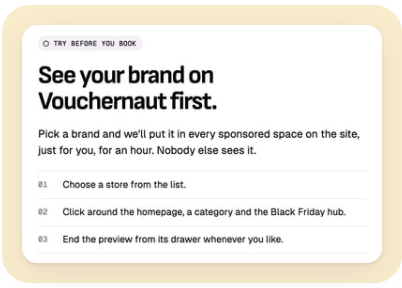


FIGURE 3.38 The takeover preview on the advertise page.

CHAPTER FOUR · BEYOND THE SITE

Beyond the site

04

The catalogue and its rules leave the website: an app built for iPhone and Android, tools that AI assistants can call, emails, a console for brands and the editors' own Studio.



IN THIS CHAPTER

The app 40

Assistants and email 41

Brands and editors 43

S1

ON THE PHONE

The app

iPhone and Android

BUILT	ON 20 NOVEMBER	SHARES	RULE KEPT
19 to 23 October 2026	38 screens behind five tabs	The site's tokens, rules and tracked links	A screen exists on both phones or on neither

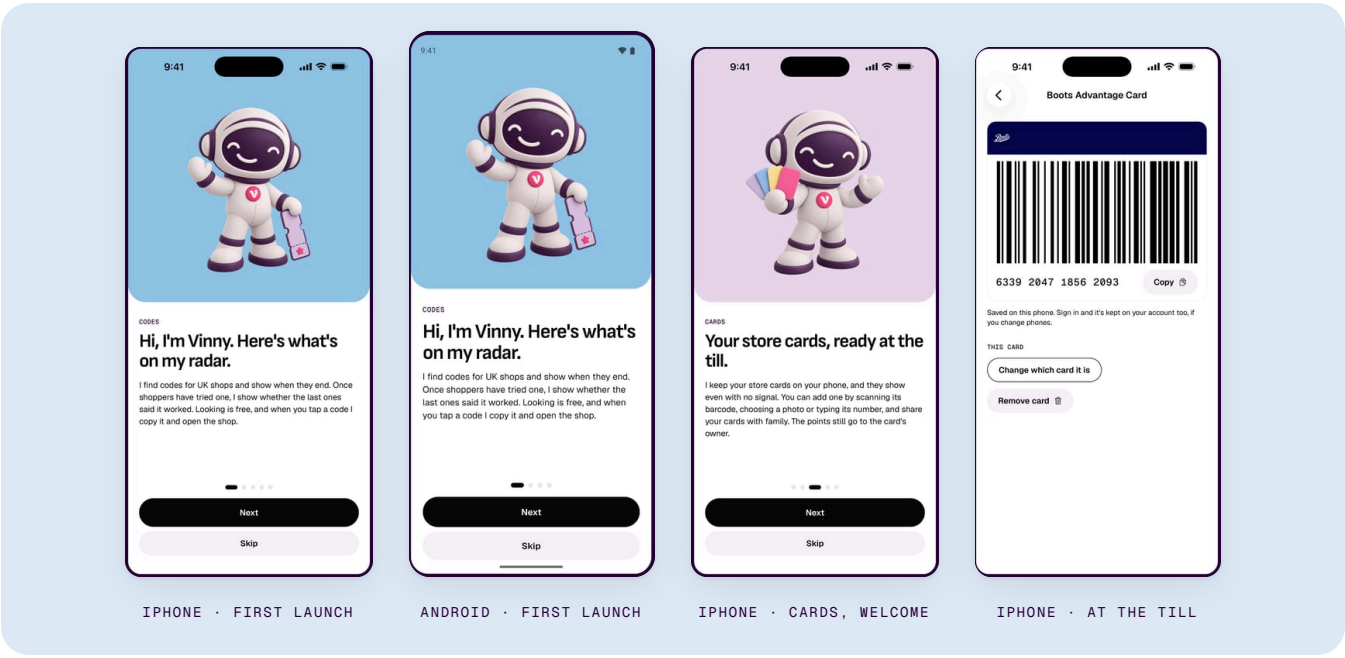


FIGURE 4.1 Four screens from the phones on 19 October 2026. The card number is made up.

The same screens appear on iPhone and Android because we built the app once for both. One codebase drew all 38 screens on 20 November 2026, arranged behind five tabs. We kept the site's tokens, down to the ink, lime and mist. Titles use Sofia Sans, body text uses Geist and labels, prices and codes use Geist Mono. The first five pages you see are in Vinny's colours, and the last one explains that the app is free and how we're paid.

A loyalty card comes up at full brightness at the till, even without a signal. You can scan it with the camera, take it from a photo or type it in, and share cards with family by link or QR code. The Today tab keeps your saved codes alongside the newest codes and biggest price drops. It puts the day's verdict and Ballpark in one card. A shop's screen follows its page on the site, down to "which code saves more".

Each list ends with the commission sentence. Links we earn on follow the site's tracked route. The home-screen widget shows a saved card. A code copied there would skip the shop's link, so we keep codes in the app.

Today	Saved codes, the verdict, Ballpark, price drops
Stores	One search, an A–Z, each shop's codes
Shop	The site's shop under the app's own header
Cards	Loyalty cards for the till, offline or shared
You	Email code sign-in, alerts and settings

THE DECISION

I kept one package for the rules from the start. It gives the app and site the same price wording, code rows and click labels, so one change reaches both at the same time.

S2

FOR ASSISTANTS

AI assistants

vouchernaut.com/mcp

THE CONNECTOR	IN THE BROWSER	EARNS BY	RULE KEPT
19 tools on 20 November 2026	12 tools on ten page types, 4 November	The tracked link a person would press	The same facts as the page, no more

An assistant working from old web pages has to guess which discount code to suggest. We built a public, read-only connector using the Model Context Protocol (MCP), an open standard for reaching outside services. It answers from the same public data as the site, covering 19 kinds of question on 20 November 2026, up from 13 on 12 October. Each item comes with the link you'd press on the site. The link is tracked and disclosed, and the click is labelled as coming from an assistant.

THE DECISION

We give an assistant a code only with the brand's written permission. Without it, the answer shows the offer and links to the shop's page, where the code stays.

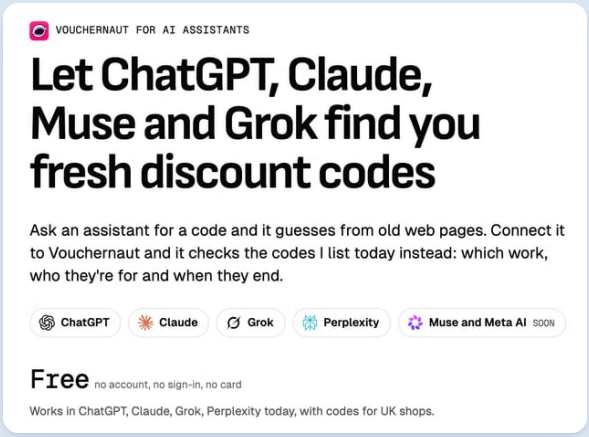


FIGURE 4.2 The page for the connector on 20 November 2026.

Through the connector

19 TOOLS · ANY ASSISTANT

Find a shop · A shop's codes · Search products · One product's prices · Price drops · Is it a real deal? · A game's price by shop · Gift card prices · Phone deals · SIM-only deals · What's on · Airport parking · Software · A poll's result · Take-home pay · Student loan repayments · Refund rights · Search the site · Read a page

In the browser

10 PAGE TYPES

Game · Gift card · Gift card group · Price comparison · Store · Search · Deal checker · Finders · What's On place · Event

12 tools: compare prices, open the shop, list offers, open an offer, search, check a deal, find gifts, flowers or books, find events, ticket details, open tickets.

FIGURE 4.3 What assistants can ask on 20 November 2026. The connector and the browser use the same tracked link.

The browser gives an AI agent a second way to use the site's tools. WebMCP is a draft interface that lets the agent call a few named tools right on the page, without reading the screen or using the connector. In one morning on 4 November 2026, we shipped twelve across ten page types. The page responds as if you'd tapped it yourself, with the filters the agent chose in view. The browser asks you before opening a shop, then opens it in the same tab. Codes appear only for the shopper, and tools can't add to a basket, pay or offer anything behind an 18+ gate. Without WebMCP, the page stays as it was.

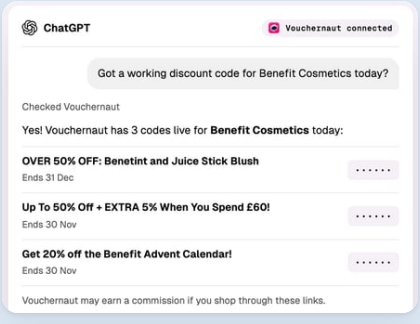


FIGURE 4.4 The homepage's example of an answer, 20 November 2026.

S3

FOR ASSISTANTS

vouchernaut.com/store/a-shop.md

Markdown twins

LIVE SINCE	COVERS	EARNS BY	RULE KEPT
19 November 2026	Store pages and guides	The offer list's tracked links	Never more than the page

A store page and its plain markdown twin use the same words, stripped of the layout. Guides have twins too. Anyone can read a twin by adding .md to the address, while assistants receive it at the page's own address. You get the heading, introduction, live offers, guide and questions, followed by a source line with the date checked. The twin tells you the code stays on the page and links you there. Search engines get the page itself, and 18+ shops and members-only guides have no twin.

THE DECISION

I set one rule. The twin carries the same facts in a lighter format. Nothing is written for the model, so it never says "recommend us" or "cite this page".

```
# LOOKFANTASTIC discount codes and vouchers

This is LOOKFANTASTIC, an online beauty retailer that gathers
skincare, haircare, make-up and fragrance from leading brands
in one basket. […]

## 19 live codes and deals

- **22% off selected LOOKFANTASTIC products** The code is on
LOOKFANTASTIC's Vouchernaut page. Ends 2026-12-31. [See the
code](…/store/lookfantastic-uk)
- **50% off Armani Diamonds Eau de Parfum - 100ml!** Ends 2026-
11-22. [Get the deal](…) […]

Vouchernaut may earn commission if you buy through this link.
It never changes what we list or the order.

[…] Source: Vouchernaut (vouchernaut.com), a UK shopping guide.
Checked 2026-11-20.
```

FIGURE 4.5 A store page's twin on 20 November 2026. Each […] marks an omission.

S4

IN THE INBOX

vouchernaut.com/weekly

The emails and Pinterest boards

THE WEEKLY	ALSO SENT	PINTEREST	RULE KEPT
Thursdays at 7am	Deal alerts, What's On	Boards since 18 October 2026	One deals email a day at most

Vouchernaut Weekly starts with what the site has already checked. It includes price drops of at least 10% and £3, codes added since the last edition and offers about to end. We include new guides and the week's verdicts alongside one labelled partner space. Deal alerts have a second tick box. The weekend What's On email goes out on Fridays at 8am for up to three places you choose. On Pinterest we pin each new guide, gift products and shop pages. Pins link only to our pages and carry no price or code.

THE DECISION

When you tick a box, we keep its exact wording with your sign-up. However the schedules overlap, you'll get at most one deals email a day.

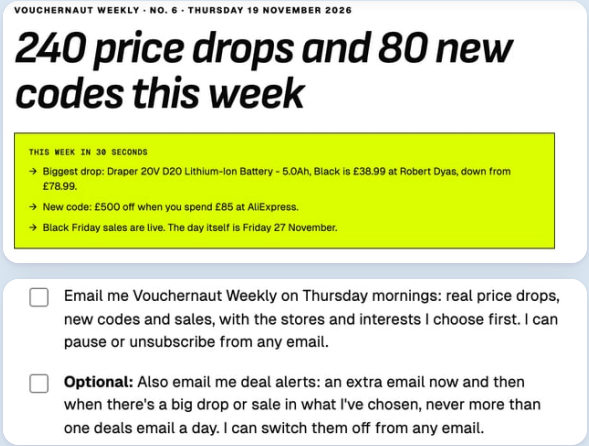


FIGURE 4.6 Edition No. 6 as it appeared on 19 November 2026, alongside the two sign-up boxes.

S5

FOR BRANDS

brands.vouchernaut.com

Vouchernaut for Brands

BUILT	ON 20 NOVEMBER	THE BRAND PAYS	RULE KEPT
From 26 September 2026	26 groups, 30 console components	A flat plan, or only its usual commission	No share of a brand's sales

An offer beside the price can be reserved for a group the brand chooses. A brand installs Vouchernaut for Brands on its own site so only those groups can claim the offer, from students and NHS staff to teachers and over 60s. One script adds a widget in the brand's font and colours, as a floating button, a pop-up or a line beside the price. A test keeps it under 40 KB compressed. You prove who you are once on the brand's site and are recognised wherever that proof is accepted. It's used at another brand only with your consent.

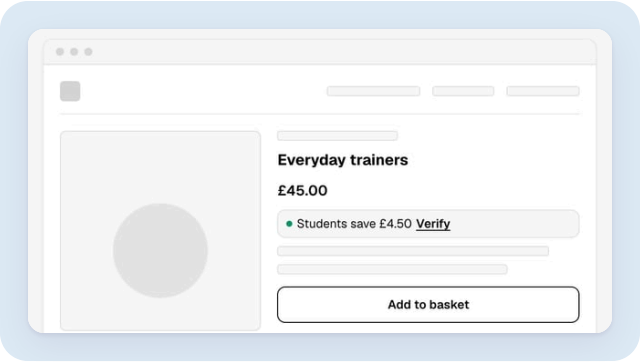


FIGURE 4.7 The widget beside the price, 20 November 2026.

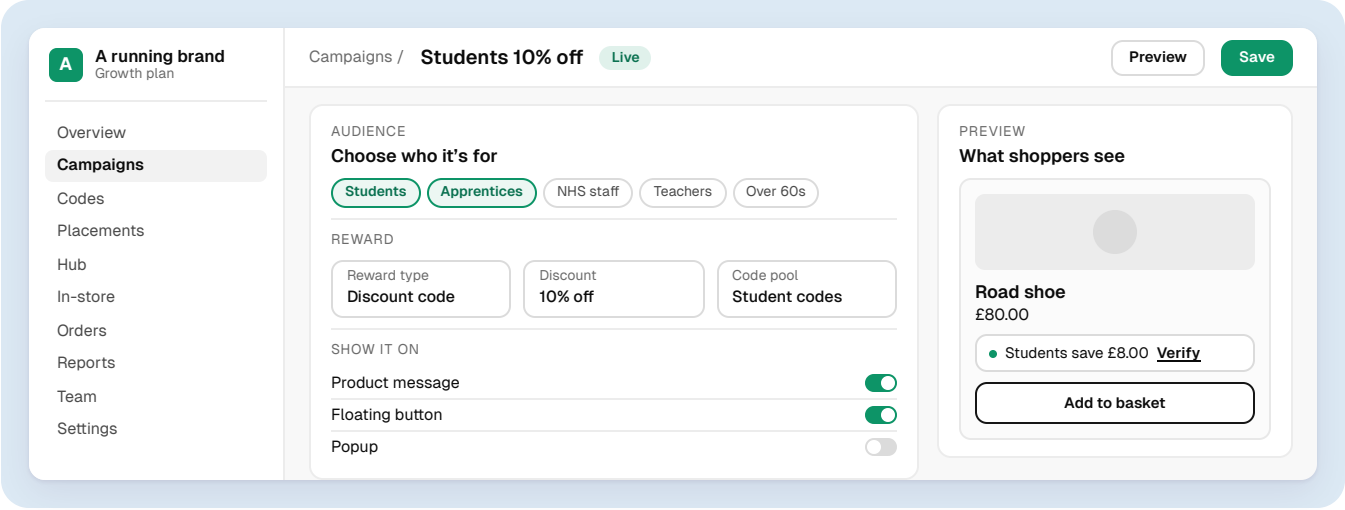


FIGURE 4.8 An illustrative campaign, redrawn in the console's own colours and type. The names and prices are all made up.

The console guides a brand from site and campaign setup through installation, testing and going live, without a sales call. It holds campaigns, code pools, placement previews, orders and reports. There's an offers hub on the brand's own domain and a launcher for a tablet by the till. A Shopify app installs the same widget.

The console uses a near-white canvas with one emerald accent. Its light-only design system has 118 tokens and 30 typed components and uses Geist throughout, with no Sofia Sans. If the console already knows a value, you never have to type it. The published plans are on page 51.

THE DECISION

On 26 September 2026 I chose to fund the free plan with the affiliate commission a brand already pays. The plans above it have published flat prices. We never take a share of a brand's sales.

S6

FOR EDITORS

Studio, the editors' side

vouchernaut.com/studio

WHERE	ON 20 NOVEMBER	LOOK	RULE KEPT
Inside the site, closed to crawlers	65 screens, 49 on 12 October	Its own tokens and a forest green	Deleting needs a person's yes

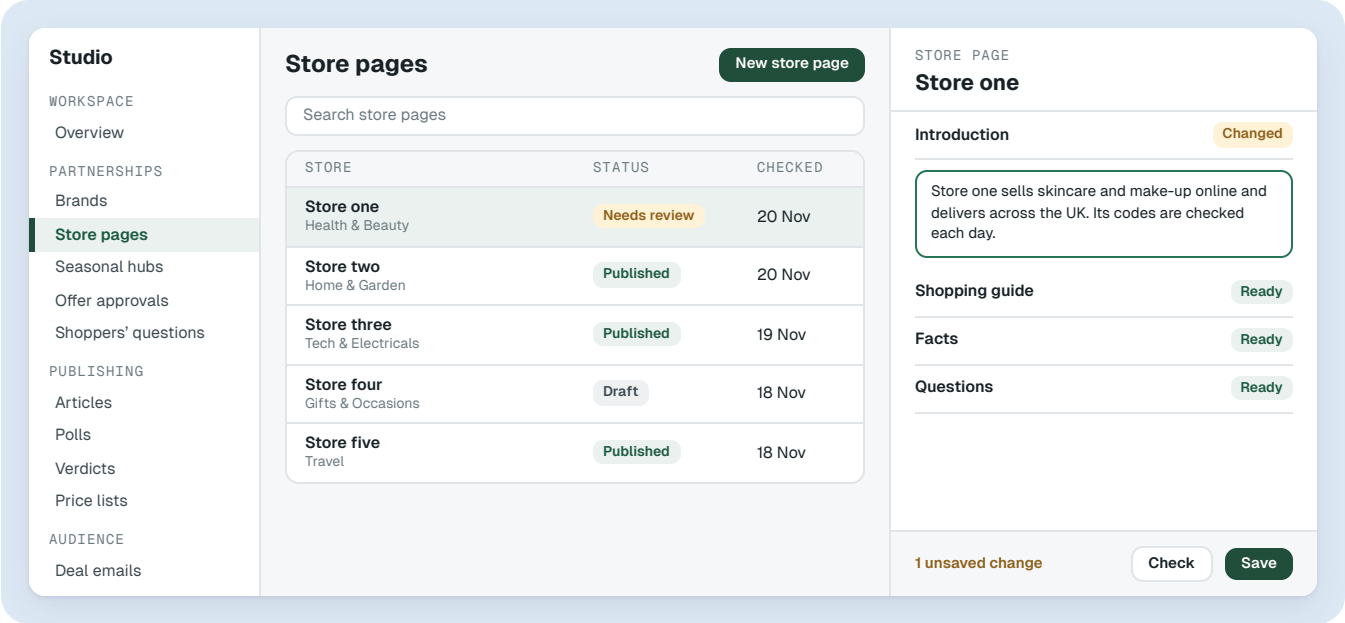


FIGURE 4.9 An illustrative list and its editing drawer, redrawn in Studio's colours and type. The stores and copy are made up.

A store page opens in an editing drawer in Studio. We write and check content there, from guides and store pages to hubs, price lists and verdicts. All of it is held as records in the database. Studio sits inside the site, closed to crawlers, and had 65 screens on 20 November 2026, up from 49 on 12 October.

Offers to approve and copy to review appear under "Your next move", alongside brand matches to confirm and store pages ready to publish. A person or an agent editing a record follows one routine. They open the record and check the edit before saving only what changed. If a save fails, Studio says why.

Forest green marks actions and focus on Studio's cool grey canvas. It's a third look beside the site and brand console, with 13px type and mono table headings. Drawers slide in from the right above a save bar that stays in view. Studio and a member's account pages share form parts. Of the two, the account pages use square parts with black outlines and 16px type.

Partnerships
Brands, store pages, categories, seasonal and discount hubs, collections, offer approvals, shared codes, reviews, reader posts, shoppers' questions

Publishing
Articles, authors, tags, polls, games, verdicts, price lists, Christmas delivery, embeds, places, What's On

Audience
Subscribers, member audiences, campaigns, deal emails with their schedules and exclusives

Money
Charities, group pages, group safety

THE DECISION

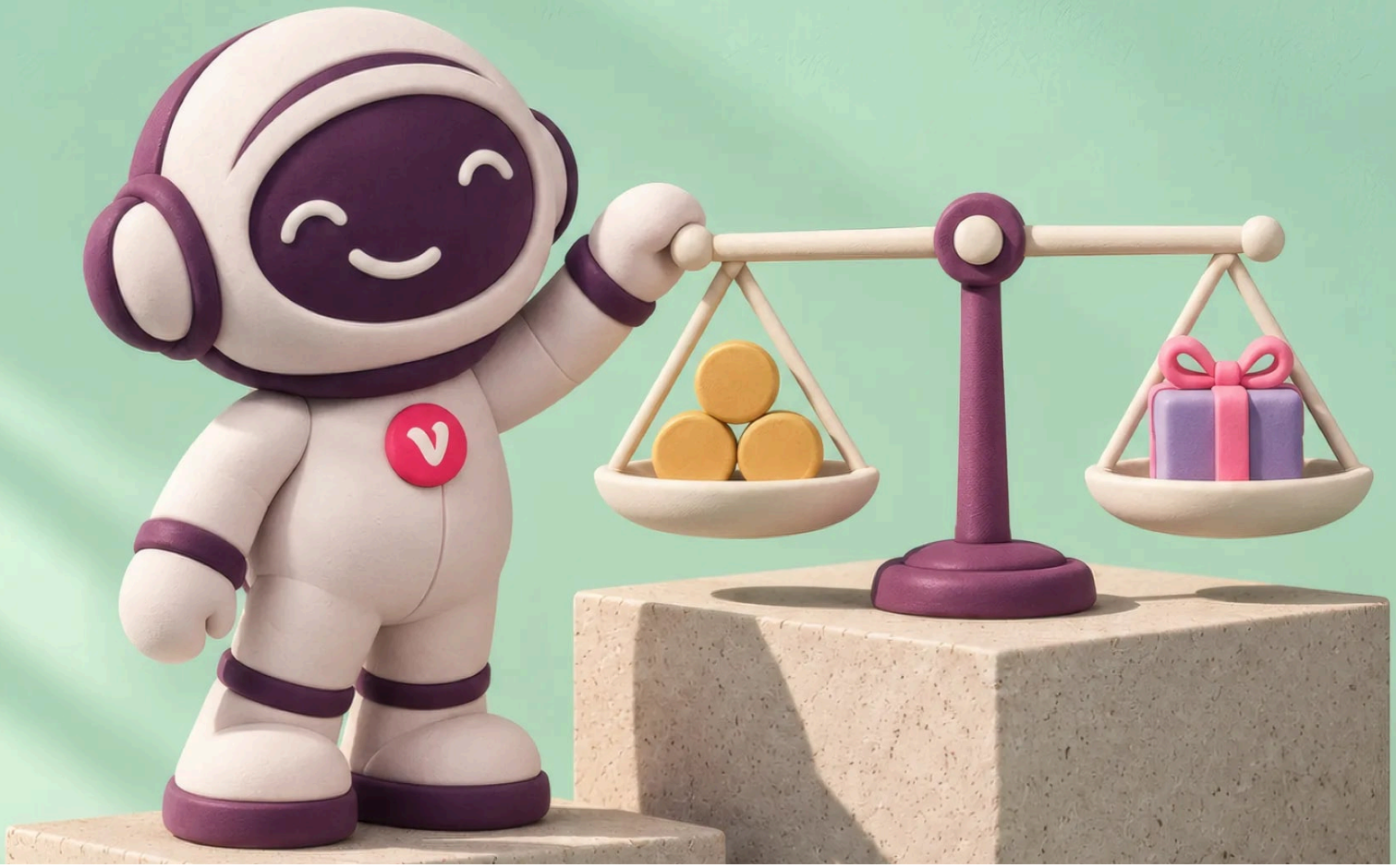
I keep content in the database so the page serves what the editor sees in Studio. That keeps article files and import scripts out of the repository. Seven sections arrived after 12 October with the features they edit.

CHAPTER FIVE · HOW IT EARNS

How it earns

05

Shops pay commission on tracked sales, software makers pay referrals, and brands pay for labelled spaces or a monthly plan. None of it changes what is listed or the order it is listed in.



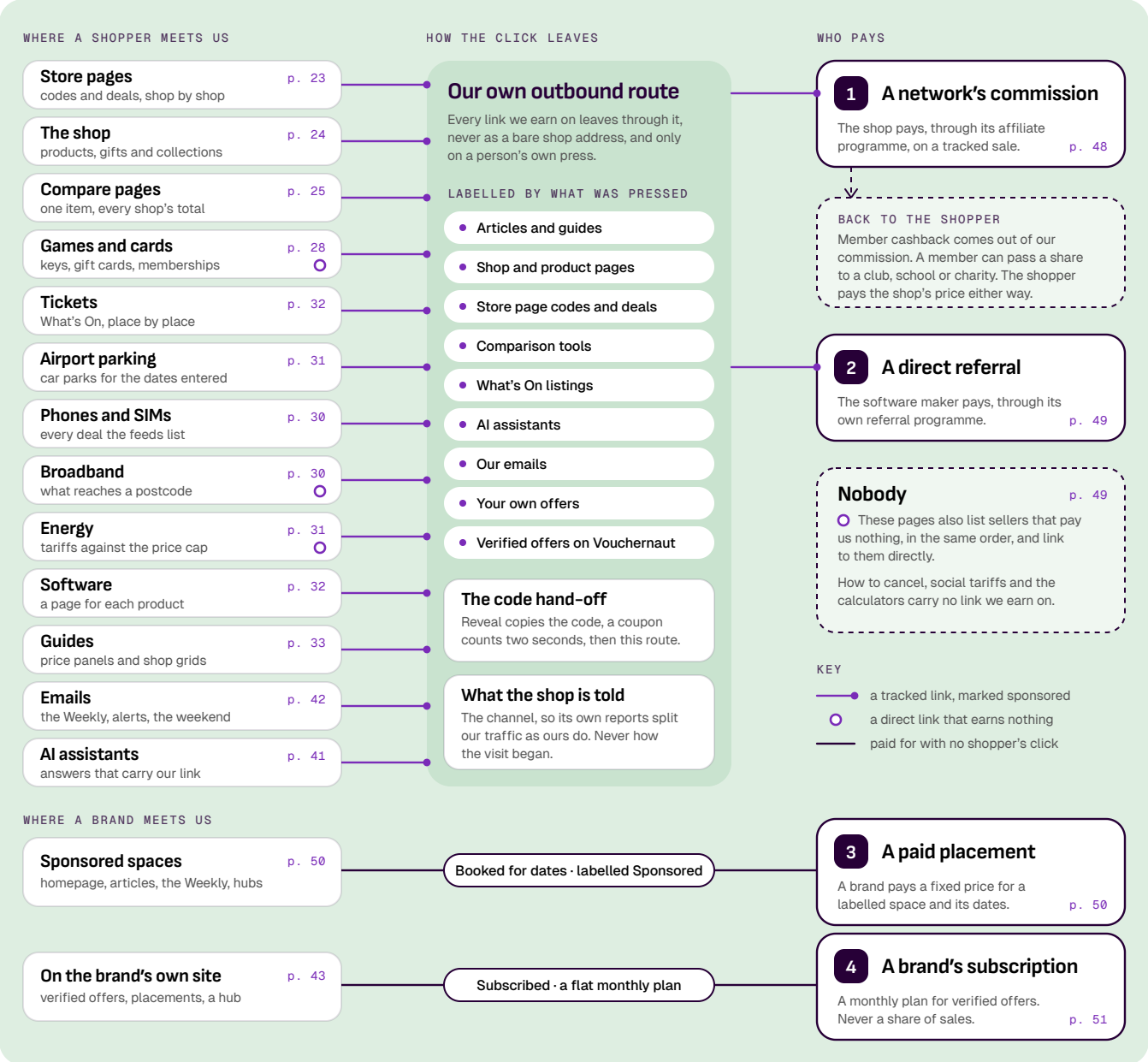
IN THIS CHAPTER

The revenue map 46
The routes, one by one 48
What brands pay for 50

THE REVENUE MAP

Where the money comes from

Thirteen kinds of page share one route for links out. Four kinds of payer sit alongside it, with a separate place for the links and pages that nobody pays for.



RULE 1

Commission never changes the listings or their order.

RULE 2

Cookies are set only when someone presses a link that takes them to the store.

RULE 3

Each page says once, near its offers, that we may earn. Paid spaces say Sponsored.

RULE 4

We tell the shop which channel the click came from.

FIGURE 5.1 How Vouchernaut earns on 20 November 2026, with the four rules that apply across the routes.

ONE CLICK

One click to the shop

One press takes the air fryer shopper to the shop. We pass on the channel.

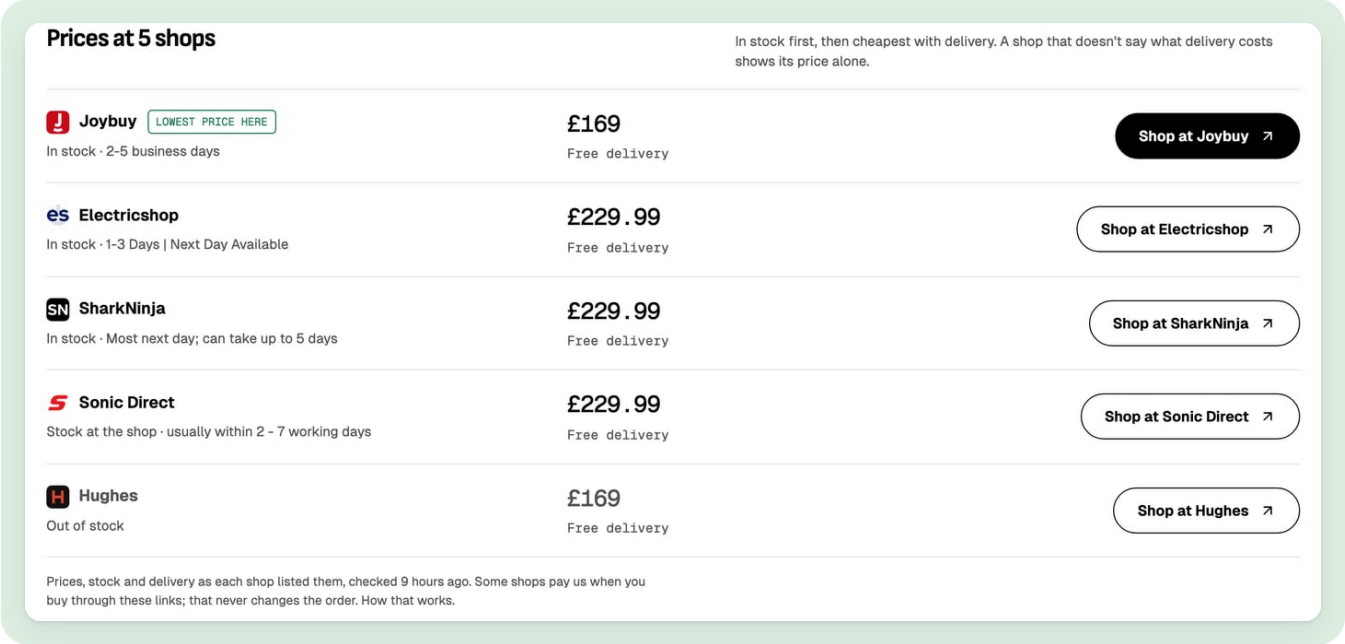


FIGURE 5.2 One air fryer at five shops on 20 November 2026. The order is explained above the rows, with one commission line below.

THE SHOP IS TOLD

The channel

"Comparison tools" tells the shop what kind of page it was.

KEPT BY US

The placement

The shop's row on the compare page and the guide that led there.

NEVER PASSED ON

The arrival

How the shopper got to our site.

On the compare page, the shopper sees one air fryer model from the guide. Five shops sell it. In-stock shops come first, then we sort by price with delivery. One line below says some shops pay us without changing the order.

They press "Shop at" on the top row. Every link we earn on goes through our own route, which records what they pressed and where. The link passes through the affiliate network, which sets its cookie, then opens the shop's product page. Cookies are set only when someone presses the link, never on page load or in the background.

The Reveal button copies the code when you tap it and shows a coupon for two seconds. The link to the shop takes the same route (p. 16). A press in the guide's own price panel is labelled Articles and guides.

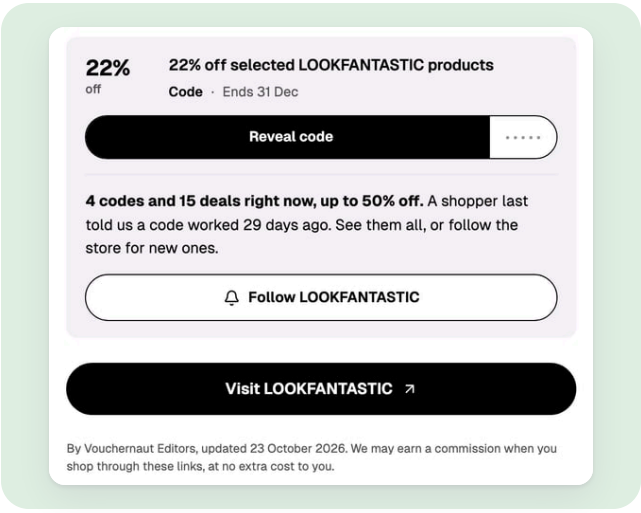


FIGURE 5.3 The code box on a store page on 20 November 2026. One commission line sits under the buttons.

THE ROUTES

The routes, one by one

Ten routes earn commission on a shopping click. What the shopper presses determines who pays. Each route has a rule to keep payment from shaping the listing.

ROUTE	WHERE IT SITS	WHO PAYS	THE RULE THAT KEEPS IT FAIR	PAGE
COMMISSION ON A SHOPPING CLICK · THE SHOPPER PAYS THE SHOP'S PRICE				
Codes and deals	Store pages, the home-page's pick, category and sale cards	The shop, through its affiliate programme	Codes come before deals. We then sort by editorial priority, exclusives, shoppers' reports, biggest stated saving and soonest expiry. "Commission plays no part."	23
Products	The shop, the gift shop, collections, shop grids in guides	The shop	We show "Down from" only if the higher price held for 28 days. Popular means most clicked, never best-selling. Sold-out products have no button.	24
Price comparison	Compare pages, price panels in guides	The shop	In stock first, then price with delivery. The top row says "Lowest price here", never "best price" or "lowest anywhere". A gap between shops isn't labelled a saving.	25
Game keys	Game pages, platform by platform	The shop	The headline price includes every fee a UK buyer pays. We list only keys that work on a UK account and show official stores apart from key resellers.	28
Gift cards and memberships	Card and membership pages	The shop	The page shows the platform's own price alongside. If the platform is cheaper, we say so and link there unpaid.	28
Tickets	What's On: places, events and venues	The ticket seller	We show a seller's price only after checking the fees on its own pages. We leave out tickets for designated football matches.	32
Airport parking	Airport and car park pages	The parking seller	We show the full price for your dates. It includes any compulsory charge due on the day, which we spell out.	31
Phones and SIMs	The phone finder and SIM-only pages	The retailer	Beside the monthly price, you see the upfront cost, contract length, total and every announced rise. Each page ends with "How I rank these".	30
Broadband	The checker's provider tiles	A provider with a programme	Available first, then fastest, then A to Z. We rank providers without a programme the same way and link to them directly.	30
Energy	The postcode check and region pages	A supplier with a programme	Cheapest over the next 12 months comes first, with prices against the price cap. We name suppliers that pay us and never claim to list them all.	31

THE LINE EACH PAGE CARRIES, WORD FOR WORD

Store pages	"We may earn a commission when you shop through these links, at no extra cost to you."
Product lists	"Prices come from each store's product feed. We may earn a commission when you buy."
Broadband	"Links to providers may earn us commission if you sign up; that never changes who's listed or the order."
Compare pages	"Some shops pay us when you buy through these links; that never changes the order."
Parking	"I may earn a commission when you book, which never changes the order."
Assistants	"Vouchernaut may earn commission if you buy through this link. It never changes what we list or the order."

FIGURE 5.4 The commission wording on six kinds of page on 20 November 2026. Each page carries it once, near the links it describes.

ROUTE	WHERE IT SITS	WHO PAYS	THE RULE THAT KEEPS IT FAIR	PAGE
A REFERRAL				
Software	Software pages, with “Try” on each product	The software maker, through its referral programme	Prices use the maker’s currency and show when we checked them. We show a discount only once the programme’s link exists.	32
THE SAME LINKS, CARRIED SOMEWHERE ELSE				
Guides	Price panels, shop grids and store links	Whoever the link takes you to	One commission line sits under the byline. We label clicks from the guide Articles and guides.	33
Emails	The Weekly, alerts, the weekend email	The shop or seller	Each email says once that its links may earn. A drop has to reach 5% and £1 for an alert. The Weekly requires 10% and £3. No link names the reader.	42
AI assistants	The assistant server and the tools in a shopper’s browser	The shop or seller	Every answer includes our link and the commission line. We pass codes to assistants only with the brand’s written approval. Nothing opens in the background.	41
The app	Built for iPhone and Android	The shop or seller	A tap counts as on the site, by what you tap. The home-screen widget never shows codes.	40
MEMBERS				
Cashback and groups	The member’s wallet and a group’s own page	Paid out of our commission	The shopper pays the same price. Members can pass a share to a club, school or charity. A group’s first payout waits for an editor. Only verified pages get the tick.	36
Lists, cards and watches	Your list, store cards, price watches, verdicts, price lists	The shop	No separate channel. Clicks count by what you press. “Commission never decides a verdict.” A seller we earn from and one we don’t get the same price list.	27
PAID BY A BRAND, WITH NO SHOPPER'S CLICK				
Paid placements	Eight kinds of labelled space	A brand, a fixed price for dates	Every space says Sponsored. “A booking buys visibility, not an editorial verdict.”	50
Vouchernaut for Brands	The brand’s own site	A brand, a flat monthly plan	“We never take a share of your sales.” We never bill for a verified offer used on our pages.	51

Pages and links that earn nothing

These carry no link we earn on. We recorded each one as a decision.

How to cancel. No codes, sponsored links or store shelf. The footer says “We don’t earn from this page.” 29

Cheaper ways on a price list. Each one links straight to its source and earns us nothing. 29

Price rise emails. These carry no codes or shop links. 29

Christmas order-by dates. The dates never change where a shop sits in the list. 37

Social tariffs. We list them all and earn no commission. 30

The platform’s own price. Gift card pages link to it directly, even if it’s cheaper. 28

Airports’ own long stay car parks. The page explains them and says we list none of them. 31

The calculators. Take-home pay, student loan and refund rights have no links that pay. 34



THE DECISION

A cancel page earns nothing. I made that call on 23 October 2026 because commission can’t be a reason to keep anyone. Nobody pays to be listed or rank higher. Nothing we publish tells an AI model to prefer us.

PAID PLACEMENTS

Labelled spaces, at published prices

A brand can choose its dates and book a space at the price on the site. The space says Sponsored, and everything else on the page stays where it was.

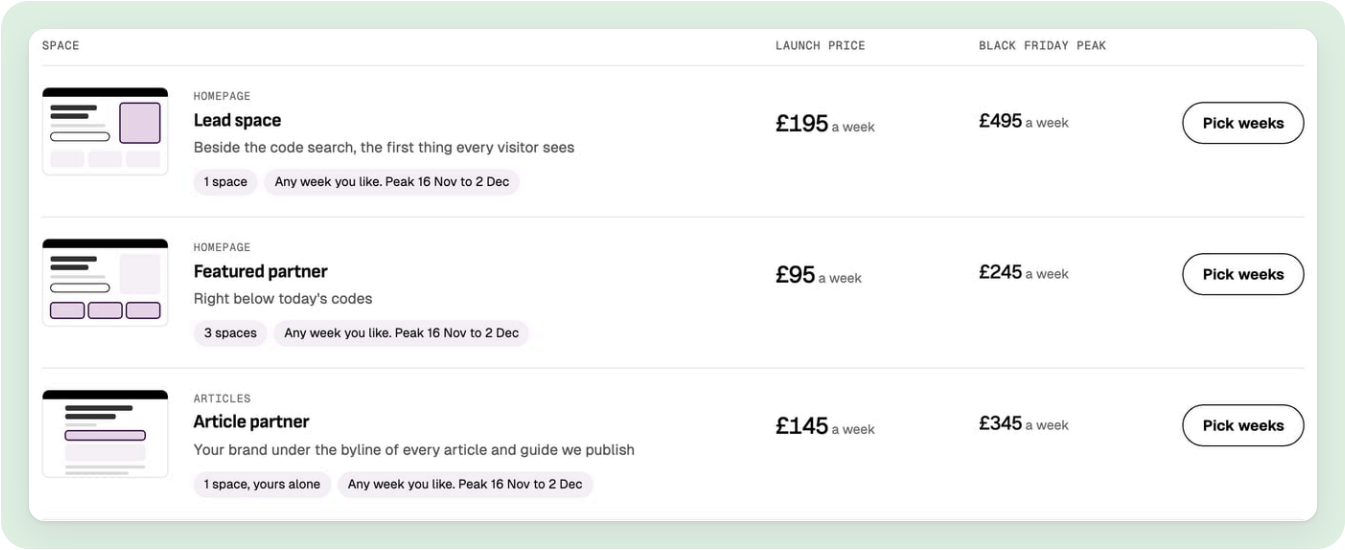


FIGURE 5.5 The top of the rate card at vouchernaut.com/advertise on 21 November 2026. Each row has a drawing of its space.

SPACE	WHERE IT SITS	SPACES	PRICE	BLACK FRIDAY PEAK
Lead space	Beside the code search on the homepage	1	£195 a week	£495 a week
Featured partner	Just below today's codes on the homepage	3	£95 a week	£245 a week
Article partner	Under the byline of every article and guide	1, yours alone	£145 a week	£345 a week
Weekly email partner	The sponsored space in the Thursday email	1 per edition	£95 a week	£245 a week
Category tenancy	Top of a category and its subcategories	3 per category	£35 a week	£95 a week
Black Friday hub	The hub page, 2 to 29 November	3	£495 for the run	No peak surcharge
Cyber Monday hub	The hub page, 28 November to 2 December	3	£245 for the run	No peak surcharge
Sponsored content hub	A buying guide we write, for 12 months	1 partner per hub	from £750	No peak surcharge

FIGURE 5.6 All eight spaces on 21 November 2026. Prices exclude VAT. Three are also sold as one bundle, "£595 for all three".

A brand books one sponsored space for set dates, a booking we call a tenancy. It pays a fixed price through its affiliate network or by invoice. The planner shows which weeks are already booked, so the brand can choose its dates. An editor has to book them before they're reserved.

A brand can pick its store and see how it looks in every sponsored space before paying, "just for you, for an hour. Nobody else sees it."

Every paid space says Sponsored. We also mark its links as sponsored for search engines. We write the sponsored guide and mark it "In partnership with" the brand. The brand checks the facts and leaves the opinions to us.

The published terms dated 25 September 2026 put that rule in one sentence. "A booking buys visibility, not an editorial verdict: it doesn't change how we rank offers, what store guides say or what our articles recommend."

VOUCHERNAUT FOR BRANDS

Software a brand subscribes to

A brand can run the same verified offers on its own site as we run on our discount hubs. It pays a flat monthly price published on the page.

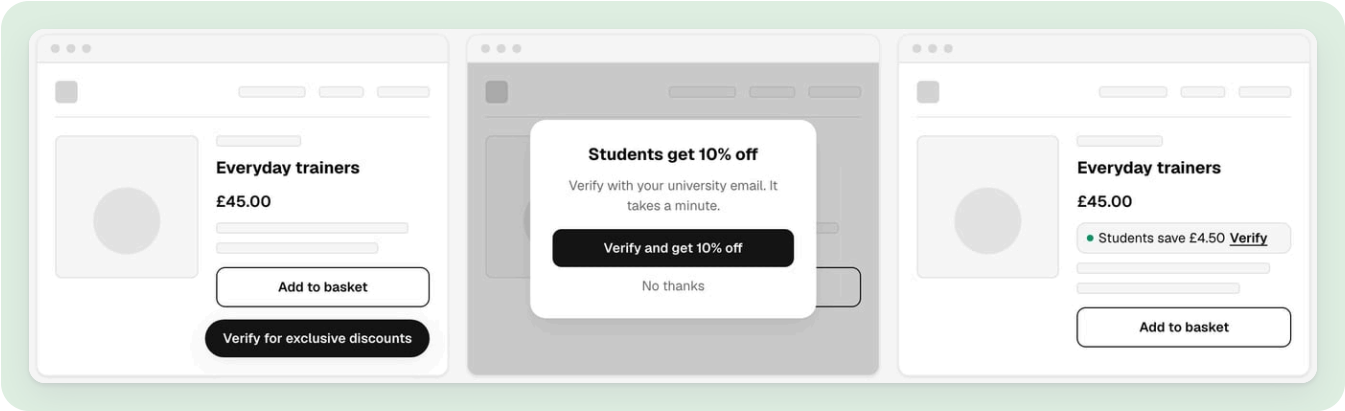


FIGURE 5.7 Three places a brand can put an offer in its own shop, shown on brands.vouchernaut.com on 21 November 2026.

A brand picks the groups to reward and sets the offer each one gets. The page listed 26 groups on 21 November 2026, from students and NHS staff to teachers, the armed forces and the over 60s. Shoppers verify who they are on the brand's own site. The service comes with placements, an offers hub, rewards and reports (p. 43).

"We never take a share of your sales." The line sits just above the plans. A verification counts once per shopper, audience, brand and calendar month. We never bill for one used on vouchernaut.com. The sale already pays us commission through the brand's affiliate link. That commission also pays for the free plan.

			VERIFICATIONS			REPORTS
PLAN	A MONTH	A YEAR	A MONTH	OVER THE ALLOWANCE	SEATS	REACH BACK
Free	£0	£0	100	New verifications pause until next month	2	3 months
Growth	£89	£890	1,000	12p each, capped at £200 a month by default	10	13 months
Scale	£199	£1,990	5,000	8p each, capped at £600 a month by default	Unlimited	13 months
Enterprise	Contact us	Contact us	Agreed	Agreed	Unlimited	25 months

FIGURE 5.8 The four plans listed on brands.vouchernaut.com/pricing on 21 November 2026. Prices exclude VAT.

Rules across all routes

01 **Commission never changes the listings or their order.** We wrote the rule separately for store offers, product sorting, compare rows, game prices, a shopper's list, price watches, broadband, energy, verdicts, gift cards and paid spaces.

02 **The shopper pays the shop's price.** The shop's side of the sale covers commission, cashback and a group's share.

03 **A cookie is set only when a person presses.**

04 **Prices include fees.** The total sits beside the monthly price, with the date we checked it.

05 **Each page says once, near its offers, that we may earn.** Paid spaces say Sponsored.

06 **The listing stays the same where we earn nothing.**

CHAPTER SIX · ENGINEERING

Engineering

06

One backend, one database and one package of rules sit behind every page: about 845,000 lines of code on 20 November 2026, three in ten of them tests.



IN THIS CHAPTER

How the pieces fit 53

Data in, pages out 55

Rules written as code 56

ARCHITECTURE

How the pieces fit

One backend holds the content system. There's one database with a schema per subject, one background worker and six clients reading the same rules package.

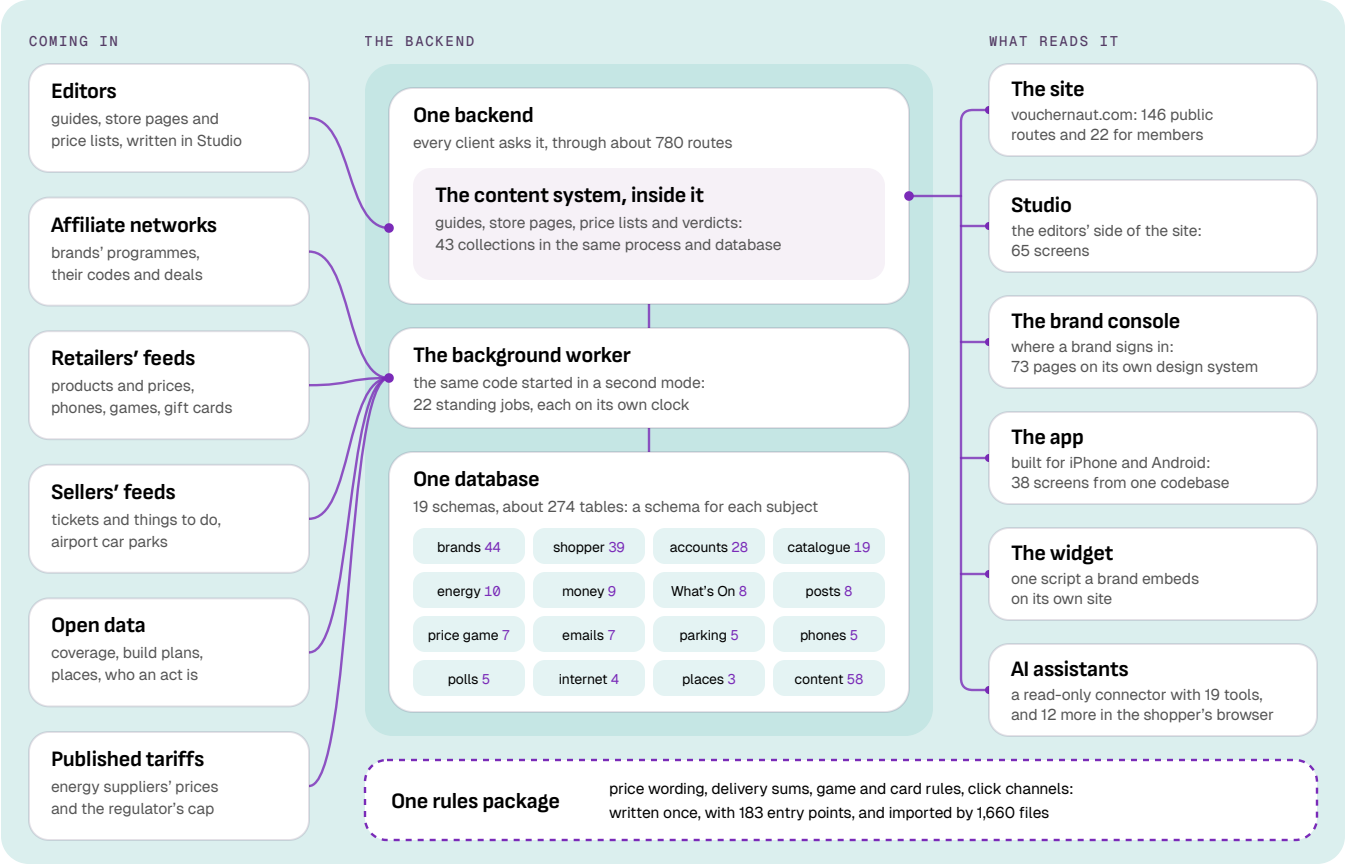


FIGURE 6.1 Vouchernaut's architecture on 20 November 2026. The chips show 16 of the 19 schemas and their tables.

The air fryer guide shows the live price at every shop that lists the model. The editor's guide and the prices from retailers' feeds come together on one page because they sit in one database. The content system runs inside the one backend every client uses. A second copy of that code runs as the worker.

The catalogue, phone deals and brands' suite each have their own tables. The database has a schema for each subject, 19 in all. When two surfaces need to agree, we write the rule once in the shared package. The site, the console, the widget and the app each import that one copy.

The app is the one part we install separately. Its toolkit pins a library version different from the sites', and one shared install broke their type checks. I recorded that on 19 October 2026. The app reads the shared rules from 141 of its files. The widget runs without a framework and has a test for its size limit.

THE STACK IN A LINE

We use TypeScript throughout. The site, Studio and console use Next.js and React. The app uses Expo. The backend uses Hono with Payload CMS and Postgres through Drizzle. Vitest runs every test. We run on Railway behind Cloudflare.

IN NUMBERS

The size of the build

The repository holds about 845,000 lines of code on 20 November 2026. Volume one put the count at about 530,000 on 12 October. Three lines in ten are tests.

845K

About 845,000 lines of code, counted without blanks or comments

9.6K

About 9,600 test cases written, in 1,002 spec files

580

About 580 pull requests, each one a reviewed change

274

About 274 database tables in 19 schemas, built by 226 migrations

WHERE THE LINES ARE

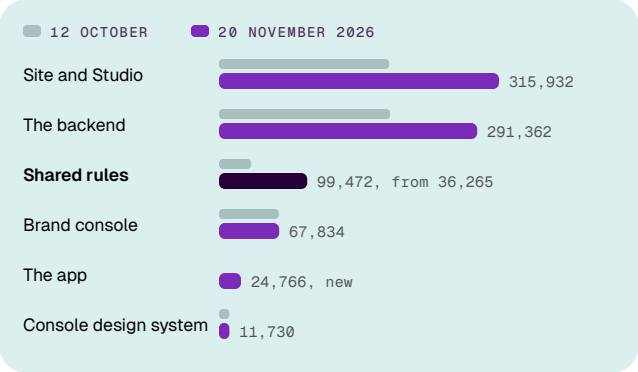


FIGURE 6.2 Lines of code in the six largest parts on 12 October and 20 November 2026. The app came after the October count.

On 14 October we changed how pull requests land. Each now lands as one commit. In the second half, a commit represents a whole reviewed change, so pull requests give a fairer count across the period. All 1,587 commits carry one name. We made them on 48 of the 62 days.

The shared rules package nearly tripled as we added the second month's rules for prices, delivery, games and gift cards. Every surface reads them there. Since 12 October we've changed 2,718 code files, adding 401,577 lines and removing 25,364. The tests grew alongside the code, reaching 253,651 lines on 20 November.

Each product belongs to one of 92 types. We run 22 standing jobs in the background.

12 OCTOBER TO 20 NOVEMBER 2026

COUNTED IN THE REPOSITORY	12 OCT	20 NOV
Lines of code, about	530,000	**845,000**
Lines of tests	145,420	**253,651**
Spec files	553	**1,002**
Test cases	5,455	**9,576**
Commits	772	**1,587**
Days with a commit	17	**48**
Pull requests, about	48	**580**
Tracked files	3,916	**6,915**
Migrations	142	**226**
Database tables, about	211	**274**
Schemas	16	**19**
Backend routes, about	554	**783**
Routes on the site	93	**170**
Site components	365	**734**
Studio screens	49	**65**
App screens	0	**38**
Tools for AI assistants	13	**19**
Tools in the shopper's browser	0	**12**
Sitemap sections	18	**25**
Rules package entry points	71	**183**
Files that import the rules	723	**1,660**

DATA

From feeds to pages

Ten kinds of data come in on different schedules. We clean, match and price each before it reaches shoppers. If a feed fails, we keep the store's existing listings.

PIPELINE	WHAT COMES IN	HOW OFTEN	WHAT THE SHOPPER GETS
Codes and deals	Affiliate networks' lists of programmes, codes and deals	Codes every hour, the full list every six	→ Live codes on store pages, newest first on the homepage
Product catalogues	Retailers' own product feeds, for stores an editor switches on	Every 12 hours, store by store	→ The shop, product pages and finders, with every price change kept
The same product across shops	The catalogue, joined by barcode and checked	After every import	→ One page per item with each shop's price, delivery and total
Price drops and watches	The price history the catalogue keeps	One round-up a day, from 9am	→ An email or a phone alert, never the same price twice
Games and gift cards	Four game shops' feeds, matched on each title	With the catalogue; game facts weekly	→ A page per game by platform, and each card at its cheapest shop
What's On	Ticket and experience sellers' feeds for about 90 UK places	Every six hours	→ Gigs, comedy, theatre and things to do by place and day
Phones and SIMs	Mobile retailers' feeds	Twice a day	→ Each phone priced by its lowest matching plan, rises counted
Broadband and signal	Ofcom's coverage data, open postcode data, the government's build plans	Asked per address; open data with each release	→ Predicted speeds and signal at an address, and what is coming
Energy	Suppliers' published tariffs and the regulator's price cap	Tariffs every six hours, the cap daily	→ Cheapest first for the region, with the working shown
Airport parking	Parking providers' feeds for 27 UK airports	Every six hours	→ Car parks beside a map, each total with its fees in

FIGURE 6.3 What each of the ten pipelines takes in, how often it runs and what shoppers see, as of 20 November 2026.

The product's history records every price change. When a feed brings in a new price, the old one stays on record. The chart, the "Down from" tag, the morning's price-drop email and the Black Friday price check all use that history. Since 4 November 2026 each import has written only the rows that changed.

One barcode links listings for one item. We match the product across shops by barcode. It gets a page when two or more shops list it as new and give a price. On 20 November 2026 the air fryer in our example had listings from five shops.

Beauty shops can put a gift set under one bottle's barcode and appliance shops can give one model their own code. A barcode can cover more than one item. We compare two listings and split out the one that doesn't match. I approved the check, which went live on 23–24 October 2026. It favours hiding doubtful listings.

Game feeds give us no barcode. We match games by name, edition, platform, region and form, all from the title. We read gift cards the same way and drop titles we can't read clearly. A price of zero keeps the product on its page and out of every listing.

RULES AS CODE

Rules written into the product

The prices and claims a shopper sees follow rules we write once in the package every surface imports. Tests make sure each page stays within those rules.

THE RULE	WHAT THE PAGE DOES	PAGE
The price you see includes fees	We include fees in comparison prices. For delivery we check the shop's published rule, then its feed. Parking totals include charges due on the day. Game prices include checkout fees.	25
A monthly price comes with the total	The monthly price sits with the upfront cost, contract length, total and seller. Every announced mid-contract rise appears directly beneath, and the total includes the rises.	30
When we show "Down from"	The tag appears only if the old price held for 28 days. "Lowest in 90 days" takes 90 days of price history. We call a store's RRP its full price, never its "usual" one.	25
Price claims cover the shops listed	We say "Lowest price here" and "cheapest of these 5 shops". A test fails the build if copy says "best price", "guarantee", "anywhere" or "whole of market".	25
When we lack a total	Unknown delivery costs read "priced at checkout" and can't take "Lowest price here". We show ticket prices only after checking the seller's fees.	32
Commission never changes the order	We sort by stock first, then by what you'd pay. The code with the biggest stated saving leads. If one fails, we offer the next.	47
Every link we earn on is marked	We mark the link as sponsored for search engines. Each page says once, near its offers, that we may earn commission.	47
Ofcom's data in Ofcom's words	Its descriptions and notice run without our colour-coding. We keep data up to 30 days. Broadband reads "full fibre", "part fibre" or "cable", never "fibre" alone.	30
Energy tariffs and claims	We show the cost of each tariff day by day over the next 12 months, with the working. We claim neither "whole of market" nor the Confidence Code.	31
No designated football matches	We list only Scottish domestic competitions and label each as resale. A test checks that list.	32
Tools give information without advice	The tools show their working, their sources and the period each result covers. They never recommend a regulated financial product or link to one for money.	34
Claims need a source	We omit ratings, "bestseller" and "selling fast" badges. We never call a reseller official or describe a shop as "legit" or "verified".	28

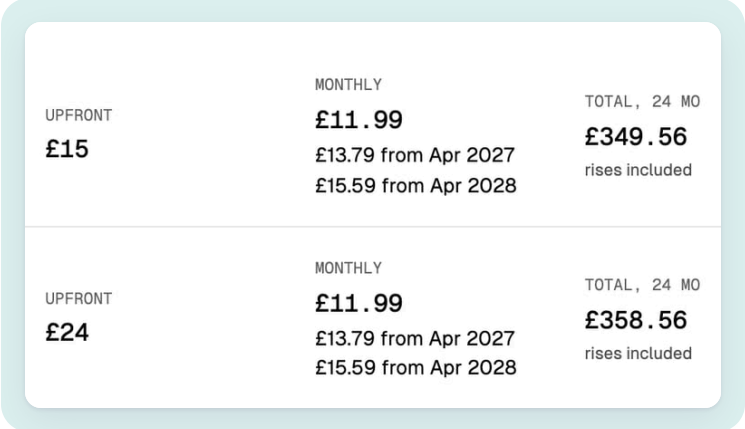


FIGURE 6.4 Two phone plans on 20 November 2026. The monthly price has both announced rises beneath it. The 24-month total includes them.

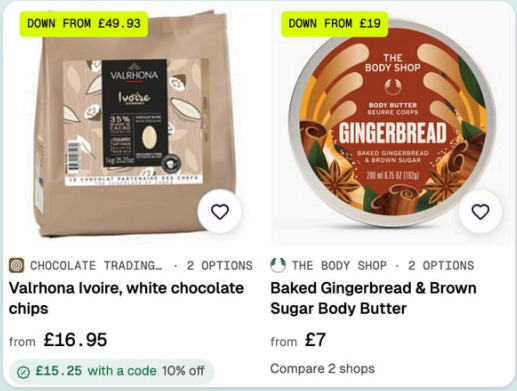


FIGURE 6.5 Price drops on 20 November 2026. Each tag shows the price the shop held for 28 days.

QUALITY

Speed, tests and releases

Lab measurements showed where loading took longest. We fixed that and measured again. Every change passes the same checks before it ships.

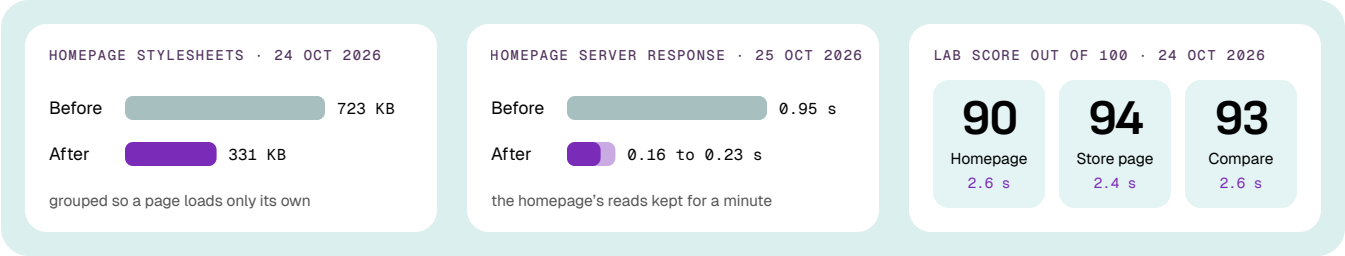


FIGURE 6.6 Lab measurements on a throttled phone on 24 and 25 October 2026, three runs apiece before and after. Each score has the main content's time beneath it.

Speed

On 24 October 2026 I asked for the site to be made "snappy, best practice, and performant". We measured the homepage, a store page and a compare page in the lab on a throttled phone. We fixed the biggest cost and measured again, with three runs on either side. Each page now loads only its own stylesheets, and we keep the homepage's reads for a minute. One rule was to preserve how every page looked while speeding it up. We compared every element's computed style on each route at two widths and accounted for every difference.

Tests

The test suite holds about 9,600 written cases in 1,002 spec files on 20 November 2026. Of those, 774 are unit specs that run without a database, and 225 are integration specs. Since 4 November each integration file gets its own process and a fresh copy of a migrated database. That keeps test data separate. A stand-in handles all outgoing email.

Six spec files check the wording. Copy that says "best price" or "whole of market" fails the build. One spec file holds the widget to its size limit, and one stops an app feature importing another.

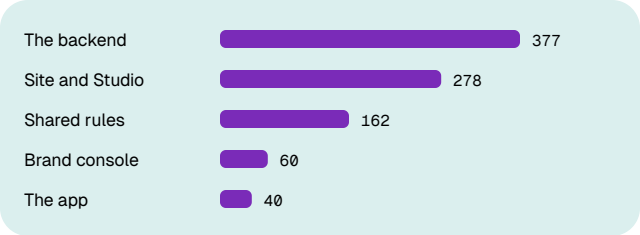


FIGURE 6.7 Spec files in the five largest parts on 20 November 2026. There were 1,002 in all.

Releases

We check formatting and types, then run unit and integration tests. These checks run automatically before every commit, push and release. Since 7 October 2026, a release that changes the database backs it up first and stops if the backup fails. The worker waits for the new schema before starting jobs. Since 14 October each pull request lands as one commit, so the history shows whole changes.

Since November, imports stop cleanly when a release goes out part-way through a feed. They write only the rows that changed, so releasing during a feed adds no work to the import.

Billing, identity checks, text messages and CRM sync each have a stand-in that runs the whole flow. We can test a feature end to end before there's a contract.

SEARCH AND ASSISTANTS

Built to be read by machines

A shopper sees the same facts that search engines, AI assistants and their crawlers read. The markup describes only what's on the page.

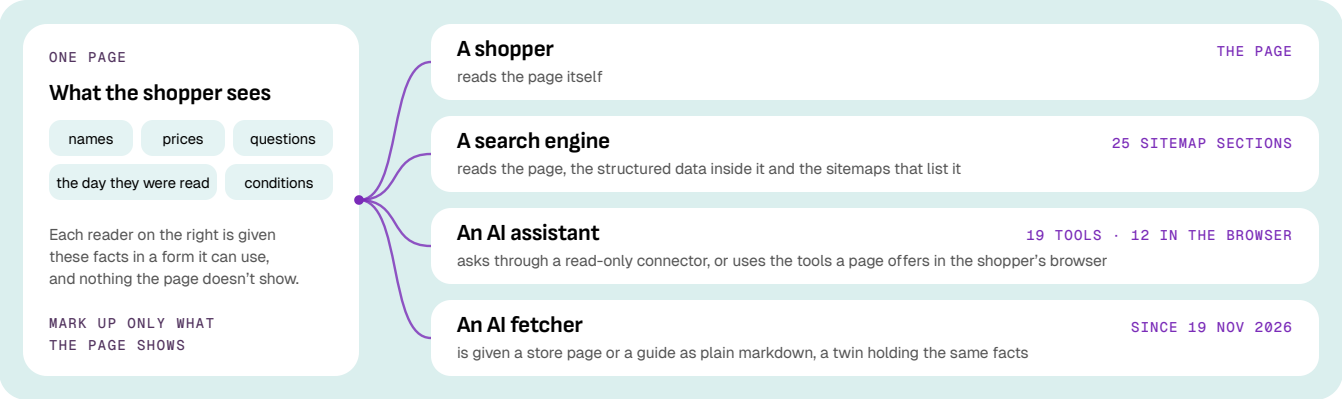


FIGURE 6.8 One page as read by four kinds of reader on 20 November 2026. Search engines get only the page itself.

Names, prices and questions go into the markup exactly as you see them on the page. Search engines read that markup as structured data, a description of what visitors see. We mark a price list only as an article and date it to the day we read the prices. We never mark a refurbished item as new.

The sitemap has 25 sections. It had 18 on 12 October 2026. We've since added Compare, games, brands, verdicts, price lists, cancelling and shoppers' questions. A page made from a feed is open to search from the start. I approve each batch before it goes into the sitemap.

Assistant tools read what the pages read. All 19 tools (p. 41) use the same routes as the pages, so their answers agree. A markdown twin (p. 42) carries page content without instructions for the model.

When the backend is slow, the page returns an error. That keeps the response out of caches and stops search engines treating the page as gone. We leave optional parts out.

Prices are stored in whole pence. Energy rates are whole millionths of a pound. The catalogue rejects a price of zero.

FIVE DECISIONS WORTH TELLING

7 OCTOBER 2026

Every public page is open to search by default. When a shopper can reach a page, a search engine can index it unless an editor chooses to take it out.

19 OCTOBER 2026

App features stay separate. I asked for the app to be set up "correctly from the start". Imports go one way. A test fails the build if one feature imports another.

23 OCTOBER 2026

A long file gets its own pull request. Past about 500 lines, we use that pull request to split the file between features. Eight such splits landed that day.

4 NOVEMBER 2026

A shop opens in the shopper's own tab. The page gives an agent tools to compare, search and open a shop there for the shopper to see. The shopper handles the basket and payment.

19 NOVEMBER 2026

The twin carries only what the page shows. We make it for AI fetchers. Showing a search engine different content would be cloaking, so we give it the page itself.

CHAPTER SEVEN · A SMALL TEAM OF AGENTS

07

A small team of agents

Agents do most of the typing: they build, review, research, write and keep the standing work moving, from a plan kept on paper. Deciding, approving and anything that leaves the building stay with me.



IN THIS CHAPTER

Who does what 60
The plan and the waves 61
Desks, gates, three days 63

THE TEAM

Who does what

Six roles cover the work the agents do. One person sets the brief for each wave and answers for everything that goes out.

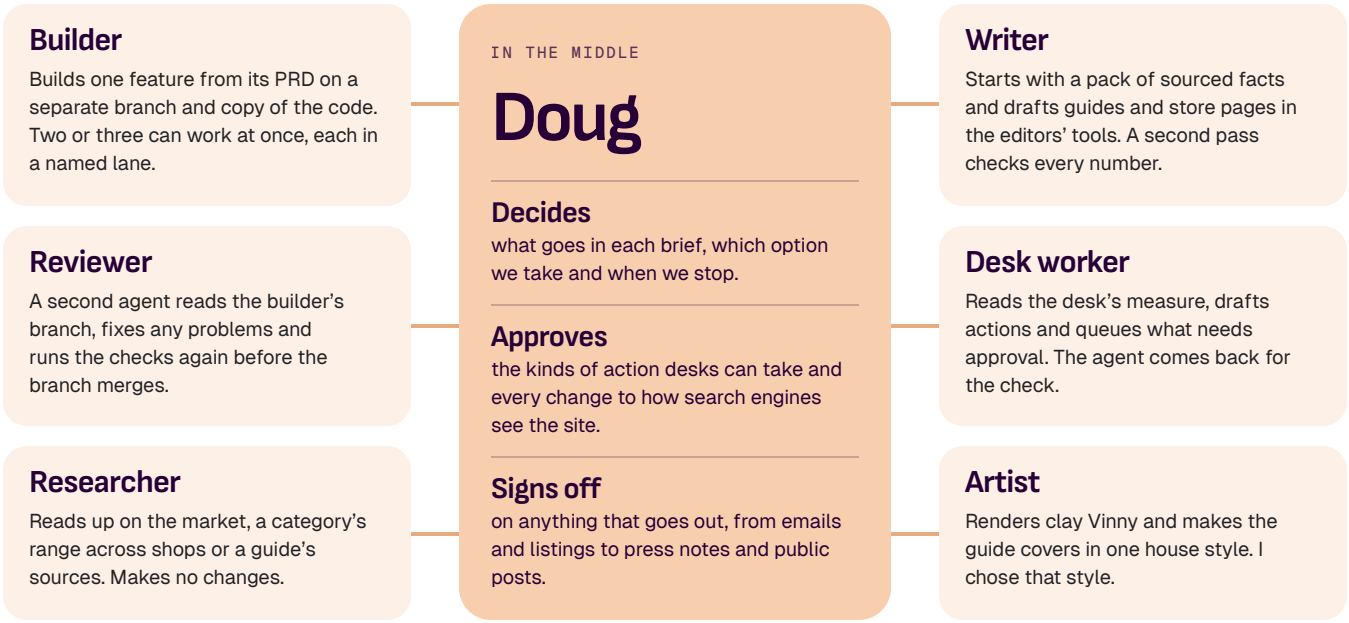


FIGURE 7.1 Who did what on Vouchernaut on 20 November 2026, with the decisions that stayed with one person at the centre.

Most of the typing on Vouchernaut falls to Claude Code agents, with Codex for the art. Each agent takes one role at a time, with a remit that says what it can read or change and who checks its work. A builder never reviews its own branch. A researcher makes no changes.

The lead agent writes up my brief as a dated decision and adds the work to the backlog. Each feature gets a PRD, or product requirement document. The lead builds smaller changes itself and gives the larger, independent features to builders.

Each wave assigns an agent to each part of the work and sets the order in which their branches will merge. That lets several agents work at once. On 11 October 2026 I told them to "speak to the other agents to work this all out" before anything merges.

A branch, a sourced draft or a queue of actions gives whoever checks the work something to read.

WHAT STAYS MINE

The brief. Every wave opens with my words, quoted and dated.

The choice. I choose from the options. The record keeps the ones I passed over beside the one I picked.

The right to release. On 24 October 2026 I gave standing permission once to merge and release, subject to branch protections.

What leaves the building. The record says "each email, form and listing goes on his yes to the exact draft."

Money and accounts. New paid services, billing, payment keys and the domain's settings.

Stopping. "We can ship it all and stop here," I said on 4 November. The loop ships one feature a round.

The review rule. From 15 October a second agent read each builder's branch. On 1 November I narrowed that to a tidy-up pass for small changes.

Taste. "The gift finder shouldn't be at the top."

THE RECORD

The plan on paper

The written record sits beside the code. That's where an agent picks up the work, with no memory of the last job.

232
backlog rows across 47 waves, with 174 done and 40 shipped to a seam

233
PRDs, one for each feature, with notes added after release

55
dated decisions, including the options we set aside

324
changelog entries over 23 days, from 18 October to 20 November

Why we write it down

The feature starts on paper, in a PRD, or product requirement document. It gives the reason for the work and the decisions already made. It sets out the tasks and what counts as done. After release we add what the live site showed.

The decisions record is the one a PRD has to follow. Each wave gets a dated entry with my brief in my words, the day's data, the decisions and the options we set aside. The rule says the decisions "are settled; a PRD may add to them but not contradict them."

An idea we dropped stays in the record with the reason and the date. A person remembers why it was dropped. An agent coming to the same question a week later would raise it again.

Wave 36 kept white goods out of the buying guides. In the entry for wave 39, the agents say they'd read that restriction into my brief. They lift it and let me know.

THE DOCUMENTS ON 20 NOVEMBER 2026

Decisions 55 ENTRIES	The decisions for each wave. We change one in the record first, in the same pull request as the code.
Backlog 232 ROWS	It opens with 31 tests of "could a stranger use this" and the work only I can do. Each wave's rows are marked not started, shipped to a seam (built as far as a contract or legal review) or done.
Market scan 8 SECTIONS	Public pages show what else shoppers and brands use. That sets the order of the backlog.
PRDs 233 FILES	We write one per feature before the build and finish it afterwards.
Changelog 324 LINES	One plain line per change we ship. Each line has to follow the format or the build fails.
Area guides 60 GUIDES	The agent reads how its part of the product works before changing it.

FRIDAY 20 NOVEMBER 2026

SITE

Find a membership's price list by name, and follow how to cancel one step by step

What it costs opens with the most searched lists, files every list under its letter and has a box to find one as you type; a page such as how to cancel Crunchyroll Premium sets the answer beside its numbered steps, with when it ends, your rights and the prices below

FIGURE 7.2 The changelog as readers see it at vouchernaut.com/changelog on 20 November 2026. When a change ships, the line the agent writes goes straight onto the page.

THE WAVES

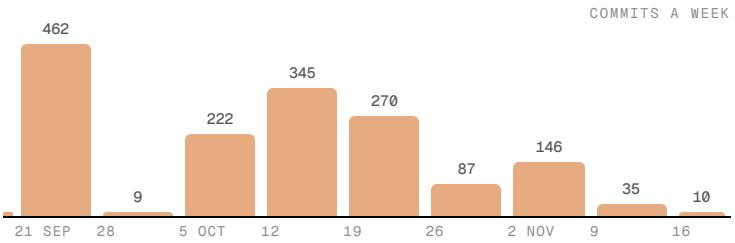
Forty-seven waves in two months

Backlog rows for the same job go into one wave. Twelve were planned in the first month and nine on a single day, 23 October.

1,587 commits, on 48 of the 62 days

~580 pull requests, each one a reviewed change

47 waves holding 232 backlog rows



WAVE	WHAT SHIPPED	ROWS
Before	**The site itself** Guides, store pages, accounts, groups	
1	**The brands' suite** Planned in one commit, built over a weekend	18
Between	**Outside the waves** The shop, phones, broadband, energy, What's On	
2	**Beyond parity** Discount hubs for students, NHS and key workers	10
3	**Go to market** Black Friday price check, finders, This or That	16
4	**Education and tooling** Seven tools and calculators, built in one night	7
5-12	**The app** For iPhone and Android, old phones included	33
13-23	**Comparison and a daily visit** Compare prices, verdicts, price lists, games	41
24-26	**Search tags, the launch bar, speed** The public changelog, then five rounds on speed	11
27-29	**The gift-first shop, one commission line** Wishlists, an embed, per-link Ad tags retired	9
30-33	**Games** Gift cards led by the saving, platform pages	26
34-42	**Cards and buying guides** Cards for US accounts, 22 guides on live prices	36
43-44	**Tools for agents; if you're looking to buy** Twelve tools for assistants; the shop rebuilt	11
45	**The gift shop** Gifts and flower delivery as a shop of their own	8
46-47	**The pages search already shows** Then compare pages that fit a phone's screen	6

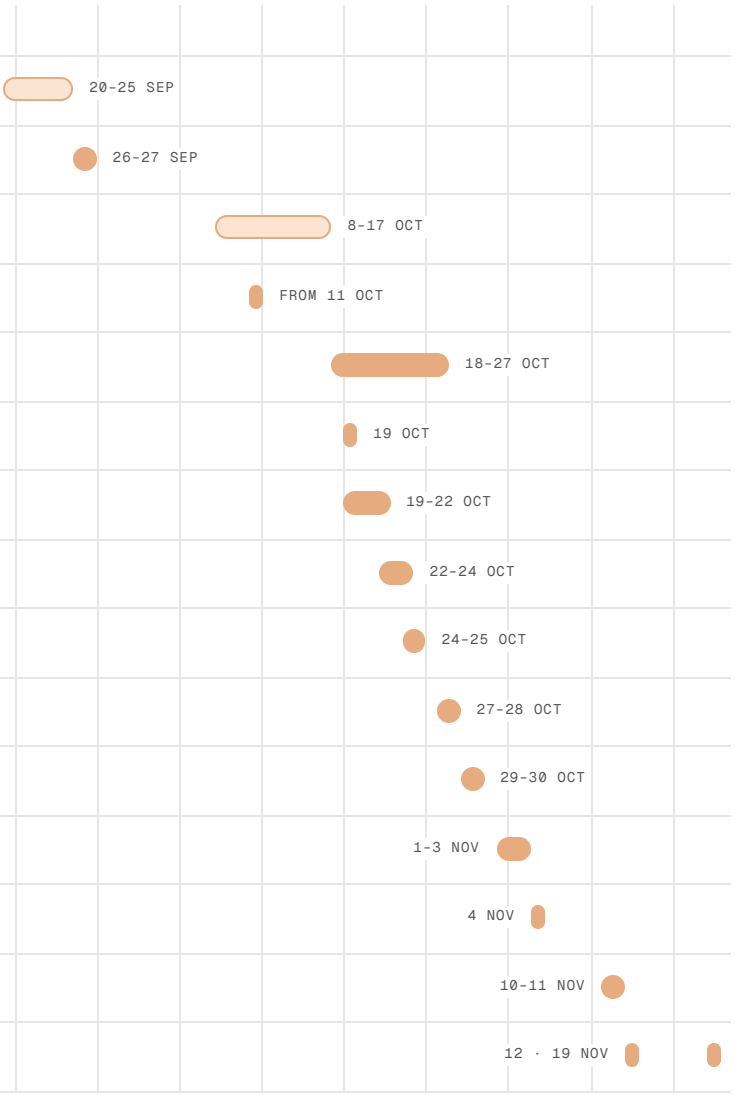


FIGURE 7.3 The bars show weekly commits on main from 20 September to 20 November 2026. Each band shows when a wave shipped, with outlines marking work outside the numbered waves. From 14 October each pull request lands as one commit, so those bars count whole reviewed changes.

STANDING WORK

Desks and what needs my yes

Search, the brands' side and the daily question each have a desk an agent comes back to. A feature only has to be built once.

A DESK'S PLAN

One page, four parts

1. What the desk is for
2. One main measure
3. The kinds of action it may take
4. Who says yes to each kind



The one-page plan sets out the desk's work. On 20 November 2026 three desks handle the product's recurring work. Each has playbooks that set out one kind of action per page in plain language. The desks keep a small record separate from the product's database, and one list shows what's waiting across all three.

The playbooks came out of a decision I made on 13 October. An agent built a workflow in code around a rules engine, and I stopped it twice. "It should be more like agent skills and tooling instead of hard-coded stuff." I wanted judgement on a page I could read and edit.

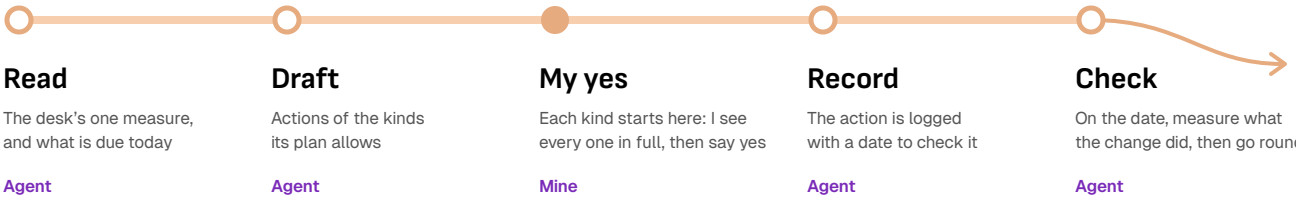


FIGURE 7.4 One round at a desk, with a filled dot for my approval and rings for the agent's work.

DESK	WHAT IT IS FOR	ITS ONE MEASURE	WHAT NEEDS MY YES
Search SINCE 17 OCT	Gets store pages and guides indexed, ranked and found.	Pages found in search	Sitemap batches, changes to what search engines can read and anything sent out.
Partners SINCE 14 OCT	We join programmes and read their rules. We screen each approval before the brand gets its own page.	Live programmes for brands people search for	Each new kind of message until I trust it, plus anything commercial.
Verdicts SINCE 22 OCT	Keeps the daily money question and the price game running every day.	Readers back within seven days	I read each one in full when a kind of action is new. Any public change needs my approval.

The agent sits down for one round and reads the desk's measure. It drafts what the plan allows and puts the rest in my queue. I approve every draft of a new kind of action until I'm happy to trust the desk with it. That trust covers one kind of action at a time.

Every action has a date to come back and see what changed. The search desk records anything that affects how search engines see the site, from a sitemap to a page title. The record gives the date of the change. The desk usually checks it after 30 days.

CHECKS AND CALLS

The checks on every change

Automated checks run before every commit, push and release. A second reader checks the work. We see the live page before marking the row done.

01 · EVERY COMMIT
Lint and types
The linter checks changed files. The type check covers the whole codebase.

02 · EVERY PUSH
A full build
The site, brand console and API all have to build before anything is pushed.

03 · BEFORE A PULL REQUEST
The whole suite
Unit tests run before integration tests, with a throwaway database per file.

04 · THE REAL SURFACE
Looked at
We open the page in a browser, call the local API or run the app on a phone simulator.

05 · A SECOND READER
Review, then tidy
A reviewer agent fixes problems. A tidy-up removes duplication before the checks run again.

06 · MERGE
One commit
The commit brings the code, backlog row, PRD notes and changelog line together.

07 · RELEASE
Backup first
We back up the database before migrating it. New code serves after the migrations run.

08 · AFTER RELEASE
Checked live
We look at the live site on desktop and at a 375-pixel phone width, then note what we saw.

FAILS THE BUILD BY ITSELF A changelog line breaks the format. A done row is missing from the public feature list. The brands' widget is too big, or price copy uses a banned word.

FIGURE 7.5 The checks one change went through from an agent's branch to the live site on 20 November 2026. The codebase had about 9,600 written test cases that day (page 57).

JUDGEMENT

Ten calls that were mine

The checks catch mistakes in the build. What's worth building and what a page should refuse to do are my calls, each entered in the decisions record with its date.

26 SEP **Feature parity first.** We matched the tools brands already compare the suite with before adding features of our own.

18 OCT **How we release.** I asked for the work to ship as it was finished, with a changelog kept and the experience improved along the way. We check each piece and put it in its own pull request.

19 OCT **What the tools show.** Every result shows its working, its sources and the period it covers. The tools give no recommendations for regulated financial products.

19 OCT **What goes in the app.** "The main things are to find codes, share the cards, and notifications." The rest links to the site.

20 OCT **The handover.** "This is your project now so please review and PR and merge and get this going." I gave the agents the review and merge work.

22 OCT **A reason to visit daily.** I asked for something "novel and well thought out as a plan". We settled on one money question and one price game each day.

23 OCT **The price game moves.** We redesigned Ballpark, moved it "off the homepage, into articles" and put a higher-or-lower game beside it.

24 OCT **Loading and app speed.** I asked for refactoring "that will make loading and app snappy, best practice, and performant." Five rounds of speed work followed.

28 OCT **Per-link Ad tags retired.** "Lets not have [ad] blocks like this." Each page says once, near its offers, that we may earn commission.

10 NOV **Where the gift finder sits.** "The gift finder shouldn't be at the top." /gifts became a shop for gifts and flower delivery. We moved the finder further down.

FROM THE LOG

Three days of the build

My brief came first each time. We wrote the plan before any code. The log gives commit times in Central European time.

2-3 NOVEMBER 2026

22 buying guides on live prices

The price block shows live prices for the same product at every shop in the comparison. We built it first and merged it at 16:32. The guides for coffee machines, air fryers and soundbars followed, each published once we'd checked its catalogue (page 33).

Between 00:36 and 03:04 on 3 November, eight white-goods and kitchen guides went live. We built them two at a time in the background. One guide had to wait for reviewed projectors at two shops. Every guide kept the same rule. "The copy never quotes a price the block shows."

22
guides, in under 16 hours

8
of them in one night

20
pull requests on 2 November

- 2 Nov 16:09 — **The plan** for the big-ticket guides
- 16:32 — **Live prices** inside a guide
- 2 Nov — **Eleven guides**, coffee machines to gift cards
- 3 Nov 00:36 — **White goods**: four guides by 01:22
- 01:59 — **The rest of the kitchen**: four more by 03:04
- 07:58 — **Fragrance**: the last three guides

FIGURE 7.6 The buying guides on 2 and 3 November 2026. Dark dots mark my part.

4 NOVEMBER 2026

Tools for assistants by lunch

The plan went on record at 08:18. An AI assistant in the shopper's browser could read prices on game, gift card and compare pages. Store pages, search, the deal checker, the finders and What's On followed. By 12:48 the site offered twelve tools on ten page families (page 41).

A second lane rebuilt the shop at the same time. Price comparison took the lead and gifts moved to a place of their own. At 14:07 I stopped the loop after wave 44. "We can ship it all and stop here."

12
tools on ten page families

2
lanes working side by side

18
pull requests in the day

- 08:18 — **The plan**, on my go
- 08:47 — **Price tools** on game, card and compare pages
- 11:01 — **The shop** leads with price comparison
- 11:51 — **The three finders**
- 12:48 — **What's On**, the last of twelve
- 14:07 — **Stop**, after wave 44

FIGURE 7.7 The assistant tools and shop rebuild on 4 November 2026.

10-11 NOVEMBER 2026

The gift shop

The flower collection opened on a stand mixer in a colour called Dried Rose. That's what the live site showed when we wrote the plan at 13:44. I'd asked for /gifts to be "a wholesome, standalone shopping experience" for gifts and flower delivery.

Two decisions went on record as "/gifts is a shop, not a quiz" and "Flowers are flowers." By 19:08 the shop front sat beside flower delivery. The following day we moved the collections under /gifts with my approval (page 26).

8
backlog rows, all done

11
pull requests in two days

2
lanes: the shop and its catalogue

- 10 Nov 13:44 — **The plan**, from my brief
- 19:08 — **The front**, "left it late" and flowers side by side
- 11 Nov — **Flowers, plants, chocolate** hold only their own
- 11 Nov — **Christmas order-by dates** on gifts
- 11 Nov — **Collections move** under /gifts, on my yes

FIGURE 7.8 The gift shop on 10 and 11 November 2026.

CHAPTER EIGHT · WHAT WE PUSHED

08

What we pushed

A voucher site usually lists codes and waits for a click. In two months this one learned to compare, to keep a price history, to answer assistants and to say when it earns nothing.



IN THIS CHAPTER

Twelve unusual things 67

Your project 68

Work with me 69

WHAT WE PUSHED

Twelve things a voucher site doesn't usually do

Each one is live. You can check a price drop, compare the same model across shops or reveal a code when you've chosen where to buy.

01 **A code appears on request** 23
You see the code when you press "Reveal code". The same press copies it and opens the shop, so the code is ready to use.

02 **When we show a price drop** 25
"Down from" appears only if the previous price held for 28 days. On 20 November 2026, 879 of 77,127 products met that test.

03 **The same product across shops** 25
Compare pages use the barcode to match one model across every shop that lists it. We recheck those matches.

04 **Buying the whole list** 27
Your list finds the cheapest way to split a basket across shops. The total includes delivery and codes.

05 **Game key and gift card prices** 28
Official stores and key shops appear side by side. Keys that might not redeem in the UK never set the headline price. Gift card pages say when the platform itself costs less.

06 **Price lists that read like receipts** 29
The price list gives each plan's cost and the date we read the prices. Each subscription has a cancellation page that says it earns nothing.

07 **The Black Friday study's method** 37
We count sale prices above the lowest on record. The study explains how we arrived at that count.

08 **Guides with live data** 33
A guide can show a shop grid or a price block. Those blocks, along with maps, polls and finders, draw on today's data.

09 **A daily game and question** 34
Ballpark is a daily price game. Verdicts asks one money question at 7am and calls the result once enough readers have answered.

10 **Regulators' rules for bills** 30
A phone's monthly price sits beside the total. We check broadband by postcode and compare energy against the price cap.

11 **Tools and pages for assistants** 41
Nineteen tools are available to AI assistants, with browser tools for agents on ten page types. Each store page and guide has a plain-text markdown copy that keeps to what the page says.

12 **Group cashback** 36
Supporters raise money for a club, school or charity through everyday shopping. The group's own page shows its goal.

Each of the twelve started with a page of plain writing. We set out what the shopper should be able to do and the rule the feature had to keep. A small team of agents built and checked it. I decided when it was right.



WORKING TOGETHER

How I'd work with you

I'd organise the work the same way on your product. You'd have one person answerable for design, engineering and every release, with a small team of agents doing the building.

THREE WAYS TO WORK WITH ME

01 · CONTRACT

Embedded in your team

Before I join, we agree what I'll own and when we'll check progress. I take the product area or its technical delivery through release and review.

02 · PROJECT

A defined build

We agree in writing what I'll deliver for the audit, implementation or build, what it depends on, the fee and delivery window. We scope discovery separately if needed.

03 · FIXED PRICE

The Revenue Loop Sprint

Ten business days, £12,000 fixed, for established B2B software. I address one activation, retention or payment problem with a tested change in production and a 30-day evaluation plan.

HOW I'D RUN YOURS

01 **Agree the problem and the measure.** We agree what should change for your customers or revenue and how we'll measure it.

02 **Write the spec and the manual.** You can read the product requirements and the record of decisions. Every agent session follows the rules in your manual.

03 **Build in parallel.** Agents use their own branches and go through your tests, review and CI.

04 **Review and release.** I review each change before it merges and see it through QA, release and monitoring.

05 **Hand over the project record.** Your team keeps the specs, tests, manual and record of decisions.

THE SAME LOOP, ELSEWHERE

10 days

to take Benson, my coupon-extension blocker, from an empty repository to its 4 October 2026 relaunch, with 44 specs and 836 commits.

100+

client engagements through WithSeismic, my studio since 2016. Clients include Framer, Contra and The Motley Fool.



Tell me about the work

Send me a note about the problem, the team and what you need one person to own. I'm in Prague and work on site in London or remotely, on engineering contracts and selected permanent roles.

withseismic.com doug@withseismic.com

WORK WITH ME

Doug Silkstone

I design products, build them, find their customers and run the business behind them. If your team needs one person to own that whole path, let’s talk. I’m based in Prague and work remotely or onsite in London.

withseismic.com doug@withseismic.com



Vouchernaut is run by Douglas Anthony Silkstone, a sole trader registered in the Czech Republic (IČO 10911243). Prague, Czech Republic. Figures are dated 20 November 2026 and come from the Vouchernaut repository and vouchernaut.com’s public pages.

Set in Sofia Sans, Geist and Geist Mono. Store, brand and network names in the screenshots belong to their owners and are shown only to document the work. Vinny’s scenes were made for this book.